the WAVE Fast Ferry CONNECTOR

Survey Results and Analysis

Conducted by
SR Concepts for
ReMain Nantucket, LLC
August 2014

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EXECUTIVE SUMMARY

This report provides a summary of feedback received from surveys conducted at the request of ReMain Nantucket, LLC to examine the effectiveness of the Fast Ferry Connector bus service operated by the Nantucket Regional Transit Authority (NRTA) during the 2014 season. The Fast Ferry Connector was implemented to provide transportation between the Steamship Authority and Hy-Line Cruises fast ferries and a park and ride lot located at 2 Fairgrounds. The bus service ran from May 22 until October 13, 2014. The service was privately funded with $250,000 provided by ReMain Nantucket LLC, Hy-Line Cruises, The Steamship Authority, Town of Nantucket, Stop & Shop, Nantucket Island Resorts, The Nantucket Hotel and Nantucket Bank.

A total of 162 surveys were conducted between August 18-22, 2014 on board the Steamship Authority and Hy-Line Cruises fast ferries, with passengers waiting to board the ferries on Nantucket and on board the Fast Ferry Connector buses. Twenty-three surveys were also completed on line during the period August 18 through October 10, 2014.

Four specific audiences were targeted: contractors, year-round and seasonal residents, and seasonal employees. Other respondents included people working on Nantucket that do not identify themselves as contractors (i.e. town employees, consultants, salespeople), individuals that travel to the island on a regular basis to visit friends/relatives, and several visitors that visit the island for short periods of time each year. The report provides total results as well as a breakdown of data collected from each individual target audience.

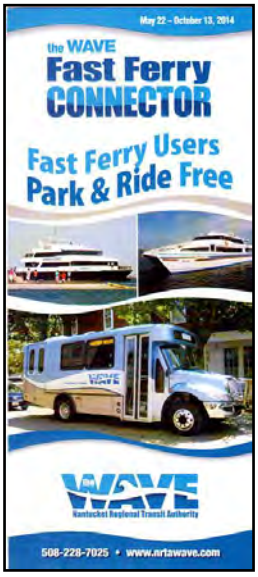
The results of this research indicate that a majority of respondents that use the service are satisfied with the bus schedule and ride the bus more often than five times per week. Over 33 percent give it a “very effective” rating. The majority is also satisfied with the location of the park and ride lot. However, there is a major difference in attitude about the location of the lot between the two largest groups surveyed. Year-round residents believe the lot will be more widely used if the location is further from town. One resident remarked that if she had to drive all the way from 'Sconset, she might as well continue on into downtown to park. Residents’ responses about the lot are a direct contradiction to the desire expressed by contractors that the lot should be located closer to the ferries which would save them time in getting to their vehicles after disembarking from the ferries. This response is not unexpected as the two groups have very different travel needs. Contractors want to maximize their work time thus having the lot closer to the ferries allows them to get to their vehicles faster. Residents that live further from town are more inclined to take a chance of finding parking nearer the ferries rather than stopping at the park and ride lot to take the bus. In large part, most of those surveyed also indicated no desire to pay for parking at the lot to help pay for the bus service.

Contractors comprise the largest ridership and these respondents expressed an appreciation for the free bus and park and ride lot as a needed option to parking their work vehicles downtown. Several contractors and year-round residents expressed a desire for the service to continue throughout the winter.

A significant number of those surveyed in all groups indicate they use both fast ferry services when traveling to and from Nantucket. However, the majority expressed a preference for the Hy-

Line Cruises schedule over the Steamship Authority. Specific times were provided and are included in the Survey Results section of this report.

Reasons for non-use vary between the targeted groups but overall feedback indicates that a lack of knowledge about the Fast Ferry Connector is one of the major reasons people do not ride. This result is not at all surprising as the service was planned, marketed and implemented in a significantly short period between the time the project was approved on April 23 and the May 22, 2014 start date. Building ridership on a new route or service for a year-round transit agency typically takes at least three years. Major credit for the project's success can be attributed to the expertise and professionalism of the management and employees of the Nantucket Regional Transit Authority. Considering that the NRTA operates only five months a year, it is reasonable to expect that building sustainable ridership on any new service should take at least three years or longer.



As expected, the effectiveness of the marketing/public information effort to promote the service also varied between the target groups. Most respondents learned about the Fast Ferry Connector service by multiple methods but some aspects of the marketing campaign were more successful with one group than with others. Over 33 percent of respondents indicated they learned about the service from "other" sources but most did not provide a specific source. However, several noted that they heard about it online. The second most effective method of getting the word out has been word-of-mouth as many respondents indicated they heard about it from friends and/or co-workers.

The posters located in the ferry ticket offices were the most effective method of the several printed materials. Specifically, the posters in the Hyannis Hy-Line ticket office were more effective with contractors, seasonal residents and employees, while the print advertisement was more effective with year-round residents. A large majority of all respondents indicated they have not seen the Fast Ferry Connector brochure.

The outreach effort for this report also included conducting interviews with Fast Ferry Connector bus operators and ticket office employees at the Steamship Authority and Hy-Line Cruises. The results of the interviews are especially important as these individuals are directly involved and interact with the public using the service on a daily basis. A number of concerns were discussed, but several significant issues were identified that should be addressed to make the service more effective in the 2015 season:

- Cars routinely park in the bus stop at the Steamship Authority and block the bus from parking to pick up and drop off passengers.
- The traffic congestion during loading times for the car ferry at the Steamship Authority often blocks the bus stop. As a result, even when the stop is not being used by cars, buses have a problem getting in and out when the traffic is heavy.
- Passengers disembark the Steamship Authority fast ferry from the opposite end of the parking lot from the Fast Ferry Connector bus stop. There is no signage where the passengers disembark directing them to the bus stop. As passengers disembark they walk away from the ferry towards town without looking back in the direction of the stop and are not aware the bus is available.
- The fast ferry arrivals are not consistent and when the ferries are late it has a negative impact on the bus schedule. In order to stay on schedule the bus operators must leave before the ferry arrives and passengers have to wait another 20 minutes for the next bus to arrive.

- Passengers do not understand why the bus stays at the Washington Street bus stop for 10 minutes after leaving the Steamship Authority dock. Contractors are particularly unhappy with what they perceive as a loss of work time while the bus is parked at this stop.

- There is no signage at the Hy-Line Cruises fast ferry to direct passengers to the Easy Street bus stop. Additionally, there is no specific signage at the Easy Street bus stop to make people aware that it is for the Fast Ferry Connector.
- A more focused marketing/public information effort is needed to educate the public about the service in 2015.

The overall findings of this report indicate that the Fast Ferry Connector service was a worthwhile venture during the 2014 season and should be continued during the 2015 season. Planning and implementing new transit routes and services generally take much longer than the time allowed to implement the Fast Ferry Connector service. Fortunately, the expertise provided by the Nantucket Regional Transit Authority ensured that the service was smoothly implemented and operated in a significantly short period of time. A majority of individuals using the service appreciated its benefits and it is reasonable to expect that ridership will grow as more people become aware that it is available.

INDEX

Introduction & Marketing. 1

Survey Process & Results. 2

Interviews 6

Recommendations 9

Appendices

I. Detailed Analysis of the Survey Results by Question and Individual Survey Groups. 11

II. Comments Provided by Survey Respondents 37

III. WAVE Fast Ferry Connector Survey Document 47

INTRODUCTION

In 2014 the Nantucket Board of Selectmen requested that the Nantucket Regional Transit Authority (NRTA) pursue a pilot project that would include park and ride bus service to the Steamship Authority and Hy-Line Cruises fast ferries during the 2014 season. The identified need for the service was to alleviate congestion in town and to reduce the number of contractor owned vehicles parking in town by individuals using the fast ferries.

The service was ultimately implemented on May 22, 2014 utilizing NRTA buses and extending the airport route with stops at locations at-or-near the Hy-Line Cruises and Steamship Authority docks. A park and ride lot was designated at 2 Fairgrounds Road to accommodate fast ferry passengers and was especially important as an incentive to encourage use by contractors that need overnight parking for commercial vehicles.

Operating and marketing dollars for the service totaled $250,000. The pilot project was privately funded by: ReMain Nantucket, LLC, Hy-Line Cruises, Steamship Authority, Town of Nantucket, Stop & Shop, Nantucket Island Resorts, The Nantucket Hotel and Nantucket Bank.

MARKETING

Branding and marketing was accomplished in April for a May 22, 2014 service implementation. The following items were developed to market The Fast Ferry Connector to the community:

- An 8.5” x 11” full color brochure for distribution at various locations on the island.
- One half page and four quarter page print advertisement in the Inquirer and Mirror.
- 12” x 12.5” posters to be displayed at the ferry offices in Hyannis and Nantucket.
- Information and a downloadable brochure posted on the NRTA/WAVE website

The NRTA also issued a press release in early May which resulted in an article published in the May 22, 2014 edition of the Inquirer and Mirror and a paragraph in the June 26, 2014 edition of Yesterday’s Island.

A Fast Ferry Connector route map and a copy of the half-page print advertisement were posted on the Town of Nantucket website, and information about the service was also posted on The Nantucket Bank website.

SURVEY PROCESS

At the request of ReMain Nantucket LLC, SR Concepts developed a survey to help determine the effectiveness of the Fast Ferry Connector. The surveys were administered to four target audiences commuting between Hyannis and Nantucket: contractors, year-round island residents, seasonal island residents and seasonal workers on Nantucket. The surveys were conducted on the Hy-Line and Steamship Authority fast ferries, and on the Fast Ferry Connector buses. An on-line version of the survey was also provided.

An advertisement requesting participation in the survey was posted in the Inquirer and Mirror and on the NRTA/WAVE website. Posters with information about the survey were also displayed in the Hy-Line and Steamship Authority ticket offices, and on the Fast Ferry Connector buses.

SURVEY RESULTS

During the period August 18-22, 2014 the survey team administered surveys with 162 individuals on board the fast ferries, on the Fast Ferry Connector buses and waiting in line to board the fast ferries on Nantucket. A total of 23 surveys were also completed on-line. Of 185 surveys completed, 79 were contractors, 53 year-round residents, 17 seasonal residents, and 18 were seasonal employees. Eighteen individuals (10 percent) responded in the "other" category. Most did not offer an explanation of their status, but when talking with them, some of these individuals indicated that they work on the island but do not consider themselves contractors, and several individuals stated that they regularly use the fast ferry to visit friends and/or relatives on the island.

The majority of those surveyed (52.4 percent) indicated they do not use the Fast Ferry Connector. The percentage of non-users is not surprising as the service is in its first season and was planned and implemented in a very short period of time. Building ridership on a new route or service for a year-round transit agency typically takes approximately three years. Considering that the NRTA is a seasonal service and only operates 5 months a year, it is reasonable to expect that building a sustainable ridership level on the new Fast Ferry Connector route will take at least three years or longer.

A detailed breakdown of the individual survey groups is provided in Appendix I of this report. Following is a summary of those results:

Contractors

The largest survey group consisted of individuals that routinely commute from Hyannis to work on Nantucket. Thirty-three percent indicated they use the Fast Ferry Connector service five or more times per week. Comments about the bus schedule were mostly positive. Contractors are anxious to get to their vehicles at the park and ride lot in the morning. Several noted concern that the first bus in the morning should leave immediately when fully loaded to allow the second bus to pull up and load passengers. Respondents also expressed concern about the 10 minute delay at the Washington Street stop across from Greenhound.

Thirty-nine percent were non-users and several noted that using the bus is inconvenient as they have too much equipment to carry.

A majority of respondents in this category expressed a high degree of appreciation for the service as an alternative to parking downtown and possibly receiving parking tickets; 34 percent considered the service very effective.

Thirty-four percent currently use the park and ride lot at 2 Fairgrounds Road and 61 percent feel the location of the lot is convenient. However, 58 percent indicated they would not be willing to pay for parking to fund the bus service in the future.

Posters in the ferry ticket offices, specifically the Hy-Line Cruises Hyannis location, and word of mouth were the two most effective methods for providing this group with information about the service. A large number of these individuals (49 percent) had not seen the brochure and a number of respondents indicated they had only just learned about it from the survey team.

Almost 90 percent of respondents in this group use the Hy-Line Fast Ferry. Several indicated that the Steamship Authority ferry is often late and that the Hy-Line schedule is the most effective in allowing them to maximize their work time on the island. Not surprisingly the 6:20 AM boat from Hyannis to the island and the 4:35 PM boat from Nantucket to Hyannis are the two most popular departure times.

Year-Round Residents

A total of 53 surveys were completed by this target group. A higher percentage of this group (55 percent) does not use the service and many were unaware of it until informed by the survey team. Many of these respondents noted that when they need to go to the ferries they are transported by friends or family members.

A majority of comments provided by the 45.3 percent using the Fast Ferry Connector bus service were very positive and several respondents would like the service to operate year-round and/or later in the evening. Most of these respondents feel the service is very effective and appreciate the convenience of being able to park and ride free when they need to access the fast ferries. Twenty-six percent use the service either once or twice per week.

The print advertisement was more effective with this group than with the other three target groups, but most year-round residents learned about the service from a friend/co-worker or from other sources including seeing information about it on line.

A large majority of year-round residents (77 percent) do not use the park and ride lot and 49 percent indicated that they would not be willing to pay for parking to fund the service in the future. Fifty-four percent indicated that the park and ride lot is in a convenient location. One individual expressed concern that unless people live near the 2 Fairgrounds Road lot, they will not bother to drive there and park. She feels people will either drive into the downtown area to find parking closer to the ferries, or call a taxi.

Although many of these respondents use both the Steamship Authority and Hy-Line Cruises ferries, 59 percent prefer the Hy-Line Fast Ferry. The most popular Hy-Line departure times are: 7:45 AM boat from Nantucket to Hyannis and the 6:00 PM boat from Hyannis to Nantucket. The most popular Steamship Authority departure times are: 9:30 AM boat from Nantucket to Hyannis and the 5:00 PM boat from Hyannis to Nantucket.

Seasonal Residents

Only six of the 17 respondents (35.3 percent) in this category use the Fast Ferry Connector. Of the six, five individuals use the service two or three times per week. The reasons given for using the service ranged from its convenience and ease of use to the fact that it goes to the airport. Two of the main reasons for non-use are that having luggage makes riding the bus inconvenient and that people in this group usually have a ride to the ferry.

Approximately 47 percent of these individuals learned about the service from friends and co-workers, or by seeing the buses. Posters in the Nantucket Hy-Line ticket office were somewhat effective and three of the respondents found out about the service via the print advertisement. The brochure was the least effective source of information with 71 percent of respondents noting they have not seen it. One individual offered a suggestion that the brochure should place more emphasis on showing the buses operating every 20 minutes.

Although most seasonal residents feel the park and ride lot is conveniently located, only three individuals actually use it once or twice per week. Most responded that the lot is too far from where they live and one remarked that if she had to drive all the way from 'Sconset, she might as well continue on into downtown to park. Over 50 percent of these individuals would be willing to pay for parking to fund the service in the future.

Over 70 percent of seasonal residents use the Hy-Line Fast Ferry more often than the Steamship Authority fast ferry. The most popular departure times for these individuals are the 7:45 AM and 4:35 PM boats from Nantucket to Hyannis, and the 6:00 PM boat from Hyannis to Nantucket. As with other groups, these individuals use both ferry services and when using the Steamship Authority fast ferry the most popular departure times are the 6:15 PM boat from Nantucket to Hyannis, and the 8:15 AM, 5:00 PM and 7:20 PM boats from Hyannis to Nantucket.

Seasonal Employees

The responses from this survey group were similar to those of the seasonal residents with over 60 percent using the service. Respondents using the service like the convenience, that it is free, and that the buses arrive every 20 minutes. Most responded they find the service very effective. Four of the 18 respondents use the service once a week and two use it five times per week. Several respondents noted that they do not need the service because friends or employers provide their transportation and two individuals stated they had never heard about the service.

The majority of Individuals in this group learned about the service from friends, co-workers or from other sources such as information provided on line or from seeing the buses. Almost half of respondents in this group have not seen the Fast Ferry Connector brochure.

Only one of the respondents uses the park and ride lot as most depend on others to provide their transportation. However, over half indicated a willingness to pay for parking to fund the service in the future.

Over 66 percent of seasonal employees use the Hy-Line Cruises fast ferry more often than the Steamship Authority fast ferry. The most popular departure times for the Hy-Line are the 4:35 PM boat from Nantucket to Hyannis and the 6:20 AM boat from Hyannis to Nantucket. The most popular Steamship Authority departure times for this group are the 9:30 AM boat from Nantucket to Hyannis, and the 8:15 AM and 5:00 PM boats from Hyannis to Nantucket.

Other

Individuals in this category ranged from island employees that do not consider themselves contractors to people making regular visits to friends and relatives living on Nantucket. Seven out of the 18 surveyed use the Fast Ferry Connector because it is convenient, easy and free and feel it is very effective. Several non-users indicated they were not aware of the service but most do not use it because they have other transportation.

As with the other target audiences, this group learned about the service from friends and co-workers or from other sources such as on line information, or seeing the buses on the street. Over 55 percent have not seen the Fast Ferry Connector brochure.

The majority of the respondents in this category do not use the park and ride lot but most indicated the location of the lot is convenient. Over 38 percent indicated they would be willing to pay $1 to $5 for parking per day to fund the Fast Ferry Connector service in the future.

Ten of the 18 seasonal employees surveyed use the Hy-Line Cruises fast ferry more often than the Steamship Authority fast ferry. Preferred departure times for the Hy-Line are the 4:35 PM boat from Nantucket to Hyannis and the 6:20 AM boat from Hyannis to Nantucket. Preferred departure times for the Steamship Authority are the 3:30 PM boat from Nantucket to Hyannis and the 8:15 AM boat from Hyannis to Nantucket.

INTERVIEWS

June 2014

The survey team conducted informal interviews on the Fast Ferry Connector buses during the period June 16-18, 2014 and observed that the first two buses leaving the Hy-Line Cruises fast ferry dock had standing room only. A majority of the contractors riding the buses stated they were pleased with the service. There were several references to how the change in town regulations prohibiting downtown overnight parking made using the service their only option. However, they feel that the availability of the free park and ride lot and being able to commute to and from the lot on the bus are critical to helping them commute and work on the island. Several stated they wished the park and ride lot was located closer to the ferries. None of the individuals interviewed had seen the Fast Ferry Connector brochure.

During the June visit, the survey team stayed at the Barnacle Inn and observed several Fast Ferry Connector brochures displayed in the main room of the Inn along with tourist-oriented materials. The owner of the Inn introduced us to a contractor staying there during the same period and after speaking with him we found that he was unaware of the bus service and park and ride lot. He stated that he was pleased to find out about the service as, with the start of the busy summer tourist season, it would be necessary for his work team to begin commuting from Hyannis to work on the island.

August 2014

During the week of August 18-23 the survey team conducted interviews onboard the Fast Ferry Connector buses and with ticket office employees of the Hy-Line Cruises and Steamship Authority.

A summary of the feedback provided by the drivers and ticket office employees is included in this section; however, while ridding the buses, the survey team also observed first-hand several issues that impact the service.

The Steamship Authority (SSA) bus stop is poorly located for two reasons:

1. The bus stop in front of the ticket office is marked by signage that clearly states bus parking only. However, the stop is often in use by ferry customers either waiting to load or as people go into the Steamship Authority office to purchase tickets and the buses cannot pull into the stop. Additionally, when the traditional ferry is scheduled for arrival there is so much congestion in the lot that the buses have difficulty getting into and out of the bus stop.

2. Passengers disembark the SSA fast ferry at the opposite end of the parking lot from the bus stop. As they leave the ferry, they proceed to either the taxis parked at that end of the lot, or they walk away from the ferry towards town without looking back to the bus stop location. There is no signage at the disembarking location to direct passengers to the Fast Ferry Connector bus stop.

Additionally, the SSA fast ferry is often late arriving and impacts the bus schedule as drivers cannot wait for late passengers without negatively impacting the bus schedule.

It is not obvious that the stop on Easy Street is for the Hy-Line fast ferry. There is no signage at the Hy-Line Cruises fast ferry dock to direct people to the Easy Street stop and most people just walk away from the ferry without realizing they can catch the Fast Ferry Connector that close to the ferry dock.

Fast Ferry Connector Bus Operators

The feedback provided by the bus operators is particularly important as they experience the service from such a unique perspective. Not only do they observe issues that impact the service, they also have a direct line of communication with the people using the service. The following comments were provided by several bus operators during the survey period. Several comments are repeated but have been included to indicate the importance of several issues as experienced by the drivers.

- Riders are mostly not local residents.
- More marketing is needed to attract local residents.
- There is a need for people to be stationed at the Hy-Line ferry to direct people to the stop that is on Easy Street.
- The traditional SSA ferry disembarks way past the bus stop location; people don't know to go back to stop at office.
- Need signage to show people where to catch SSA ferry.
- The 2 Fairgrounds Road address is really the police station. The park and ride lot is really off Old South Road. People have missed the bus looking for the park and ride lot at that location.
- Schedule: have bus loop back around in the morning one more time for both ferries.
- People aren't happy sitting at the Greenhound Stop after getting off the ferry.
- 90% of people using the Hy-Line fast ferry miss the bus because of the Easy Street stop.
- Need banners at Stop and Shop and at each ferry office.
- Not enforcing the no-parking in bus stop area at SSA. Drivers aren't supposed to stop in the middle of the lot but that's where people flag it down when someone is in the bus stop area.
- Contractors start catching buses at 3/4:00 pm to get to afternoon ferry.
- Sign on the stop sign to the park and ride lot is too small.
- Need better directional signs at the park and ride lot so people won't go to the police station.
- The fast ferry service is a little confusing because it is mixed with the airport bus service. They do change the sign but it still creates confusion

- There is inbound and outbound confusion at park and ride lot. The bus pulls in on both runs so the outbound driver has to tell the people waiting he is going to the airport and the next bus will pick them up.
- 99% of the time the bus stop at SSA is blocked by cars and the driver can't get in. Also when the car ferry is picking up, the stop is blocked on the outside by cars waiting to get on the ferry and the bus has trouble getting out. *(The photo at right shows this situation from the bus operator's point of view.)*

- Ideally, it would be better to move the SSA stop to the area where the taxis and tour buses wait. That is in the flow of passenger traffic and people getting off the ferry would see it. Currently people getting off the ferry go away from the area toward Easy Street and do not look back for the bus parked at the terminal. The second best location for the stop would be parallel to the traditional ferry slip which would put it in an open line of traffic flow.
- Easy Street is a great drop off point but there is no sign to let people know they can board the Fast Ferry Connector there.
- After leaving the SSA, the bus goes to the Washington Street stop across from Greenhound and sits there for 10 minutes. People get upset when they have to wait at that stop for 10 minutes before going on to the park and ride lot. The bus should stay at the SSA stop for the extra time and then proceed to the Washington Street stop to pick up/drop off passengers.
- The address for the park and ride lot should use Old South Road address rather than the 2 Fairgrounds Road address. People get confused and drive into the Police Department driveway thinking that is where the stop is.
- Cars double park in the SSA bus stop making it difficult for the bus to get there for pick up and drop off of passengers. Also, the cars waiting for the car ferry block the bus making it difficult to get out of the stop.
- Changing the SSA bus stop closer to Easy Street at the bike rack on the right side of the road would make it easier for the bus to pick up and drop off.
- The bus should wait at the SSA stop extra minutes rather than waiting at the Washington Street stop for 10 minutes after leaving SSA.
- The bus stop sign at the airport has the wrong times and is not the WAVE brand.

Steamship Authority Ticket Office

Following are comment provided by two SSA ticket office employees:

- If drivers do not see people waiting at the bus stop, they leave. This doesn't give people who are sitting in waiting area inside the building time to get their luggage and get out to board the bus.
- There is a lack of public information about the service for Nantucket residents.
- Bus doesn't meet earlier and late boats so residents have to drive their cars.
- There is a need to get the word out about the service – word of mouth is the best advertising on Nantucket.
- It's hard to get local residents to leave their cars at home. People think, "I'm on that first boat so I'll get a parking space."
- No bus meets the 8:00 PM ferry. This would be good for people that have gone to the Cape for dinner, etc.

- Mostly locals use the Steamship Authority ferry. A lot of day-trippers use the 6:30 AM (slow ferry) and 9:00 AM fast ferry for appointments, etc. They also use it to go over to the Cape for shopping for the day and then come back on the later boat at night.

Hy-Line Cruises Ticket Office

- Traffic creates a problem with the bus being late getting there for the 4:35 PM ferry. There should be a change in the schedule for next year to allow the bus time to get through traffic in time for people to make the ferry.
- During the summer, residents are working not traveling off island.
- More marketing is needed.

RECOMMENDATIONS

Overall findings of this report indicate that the Fast Ferry Connector service was a worthwhile venture during the 2014 season and should be continued during the 2015 season. Planning and implementing new transit routes and services generally take much longer than the time allowed for the Fast Ferry Connector service. Fortunately, the expertise provided by the Nantucket Regional Transit Authority ensured that the service was smoothly implemented and operated in a significantly short period of time. A majority of individuals using the service appreciated its benefits and it is reasonable to expect that ridership will grow as more people become aware that it is available. The responses received from the public and those directly involved with operation of the service in 2014 has helped identify a number of concerns and are listed in the Interview section of this report. However, several significant issues were identified that should be addressed to make the service more effective in the 2015 season. As such, it is recommended that:

1. Create and implement a more focused marketing campaign to educate the public about the service in 2015. – The 2014 marketing campaign and printed materials were necessarily developed in a very short time frame to be made available to the public by the May 22, 2014 start-up date. The research conducted for this report will most certainly be helpful in making the brochure and print advertisements more effective and include:

    - Wider and more visible distribution of the Fast Ferry Connector brochure. During the 2014 season the brochures were made available to the public in a number of locations such as on board the buses, at the Town building, ferry ticket offices, the Greenhound building, Nantucket bank, etc.

      The survey team observed the Fast Ferry Connector brochures on a table with numerous other tourist pieces at a bed and breakfast during the June visit. Emphasis should be placed on distributing the brochures at locations that are frequented more by local residents and contractors. If possible the brochures can be placed on the windshields of the contractor vehicles in the parking lot and at the snack stands on board the ferries. Brochures should be replenished on a regular basis when supplies run out especially on the ferries.

      When updating the brochures, more emphasis should also be placed on showing that the buses run every 20 minutes.

- Print ads during the 2014 season were designed to target several audiences. However, survey results indicate that the year-round residents were the target group that actually noticed them. In the future, print ads specifically targeting this group should be published in the Inquirer and Mirror and on the Mahon About Town blog prior to season start-up and periodically at least throughout the first three months of operation. Consideration should also be given to developing ads that can be run before the movies at Dreamland. This could be an effective way to target residents and others that may try the service when they plan a trip off the island.

- The posters located in the Hy-Line ticket offices were very effective, especially with contractors. Use of the posters at the Hy-Line Cruises and Steamship Authority Nantucket and Hyannis ticket offices, and on the vehicles should continue. Halfway through the season the posters should be replaced with a fresh look that prevents "marketing fatigue" and creates a new interest in the message.

- The marketing campaign and public information materials were planned and developed during an extremely short time frame before the new service was implemented in 2014. As a result, it was difficult to determine the range of materials needed to effectively reach potential customers. In the future the campaign and materials should be adjusted and expanded to include television monitor banners on the Steamship Authority and Hy-Line Cruises fast ferries and in the Hy-Line Cruises ticket offices.

- Encourage more prominent placement of online information on Town, Hy-Line Cruises, Steamship Authority, Chamber of Commerce, and other related websites.

- The survey information indicated that a surprising number of contractors were unaware of the Fast Ferry Connector bus service. More direct outreach to contractors (i.e. brochures on vehicles, outreach to/with employers) should be accomplished in the 2015 season.

2. Re-locate the bus stop at the Steamship Authority to the lower end of the property near the point where passengers disembark the ferry, or directly across the lot on the Broad Street exit from the property.

3. Develop better signage at Steamship Authority and Hy-Line Cruises ferry docks. Moving the stop at the Steamship Authority will improve the visibility of the bus as it waits to pick up passengers; however, if the stop is not moved, a sign should be posted at the end of the property where passengers disembark the ferry. The sign should direct people back towards the bus stop in front of the Steamship Authority ticket office.

4. Post a sign at the Hy-Line Cruises dock where passengers disembark the fast ferry. The sign should direct passengers to the Easy Street stop where they can board the Fast Ferry Connector.

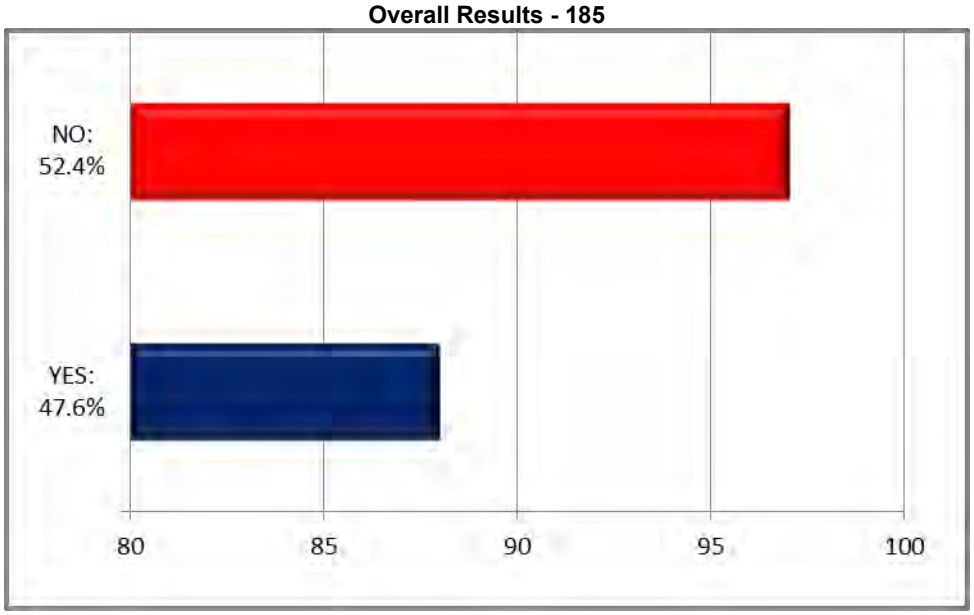
5. Improve signage at the Easy Street stop to indicate that the stop provides access to the Fast Ferry Connector.

6. Adjust the bus schedule to allow the bus to wait at the Steamship Authority bus stop at least five minutes before proceeding to the Washington Street stop. Passengers do not understand why the bus stays at the Washington Street bus stop for 10 minutes after leaving the Steamship Authority dock. Contractors are particularly unhappy with what they perceive as a loss of work time while the bus is parked at this stop.

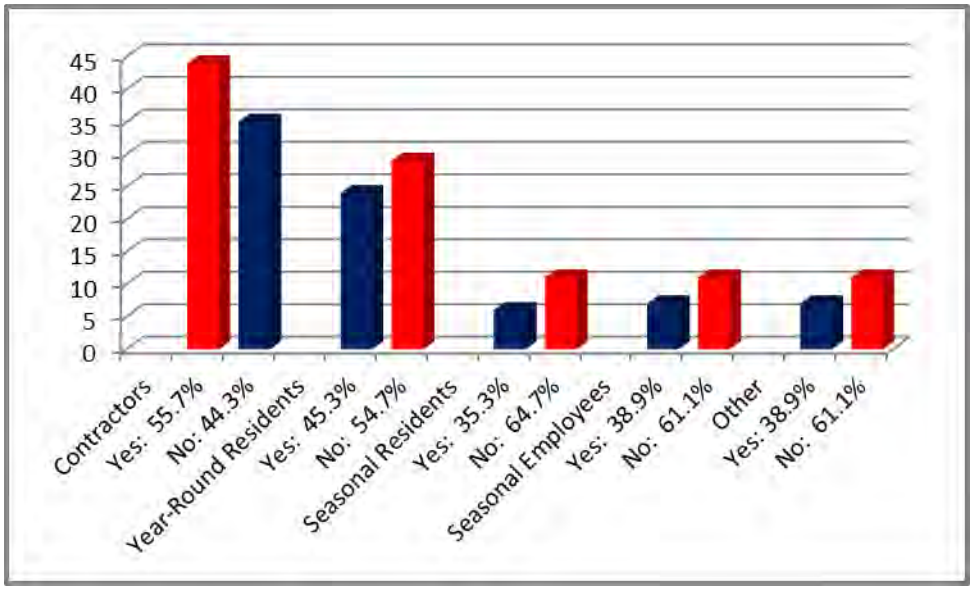
Appendix I:
Detailed Analysis of the Survey Results by Question and Individual Survey Groups

FAST FERRY CONNECTOR BUS SERVICE

1. Do you use, or have you ever used the WAVE Fast Ferry Connector bus service to get to and from the fast ferries?



Responses separated by target audience



A majority of those surveyed responded that they do not use the Fast Ferry Connector; however, contractors use the service more than any other group targeted for the survey.

2. If you answered yes to question #1, please tell us why you decided to use the service.

54.6 percent of respondents skipped this question. Following is a summary of the comments received:

- Contractors - Most indicated an overall appreciation of the service. Several were very complimentary, stating that it; "makes life easier" and is "much cheaper and convenient than taxis". Several respondents also stated the reason they use the service is because there is no other option as overnight parking in Town is restricted. Many respondents replied they like the convenience and are grateful the bus and parking are free.

- Year-round residents – Respondents in this category were a little less likely to prefer the bus to driving their cars; however, several indicated they like the convenience of the park and ride lot and not having to pay for a taxi or worry about getting parking tickets. Another concern was that the bus does not run early or late enough to meet the earliest/latest ferries and several people were reluctant to use it for that reason.

- Seasonal residents - Many expressed similar opinions to those of the contractors. They feel the service is easy to use and one likes the service because, "it goes to the airport".

- Seasonal Employees – Respondents stated they use the service because it's convenient, there is a bus every 20 minutes and it's less expensive than a taxi.

- Respondents in the "other" category indicated they like that the service is easy, convenient, and inexpensive.

3. If you answered no to question #1, please tell us why you have not used the service.

55.6 percent of respondents skipped this question. Following is a summary of the comments received:

- Contractors – Many stated they already have a ride and that they have too much to carry on the bus as main reasons for not using the service. Several use a taxi because they do not have time to wait for the bus. Quite a few respondents did not know about the service until they were approached about the survey.

- Year-round residents – Respondents in this category generally indicated a lack of knowledge about the service and/or depend on family to take them to the ferries. At least two individuals noted they have not had a chance to use the service but think they might try it in the future.

- Seasonal residents – These individuals also indicated they usually have a ride to the ferries. One respondent noted that taking large suitcases on the bus is difficult and one takes the 6:30 a.m. boat and cannot use the service because there is no bus at that hour.

- Seasonal Employees – The majority of the individuals in this category are unaware of the service or depend on their employers to get them to and from the ferries.

- Respondents in the "other" category depend on employer transportation and/or were just being made aware of the service through the survey process.

Results for the next two multiple-part questions have been broken down by category to provide a more thorough analysis of each separate issue. Respondents were asked to indicate all sources of information that made them aware of the Fast Ferry Connector.

4. Where did you learn about the WAVE Fast Ferry Connector bus service?

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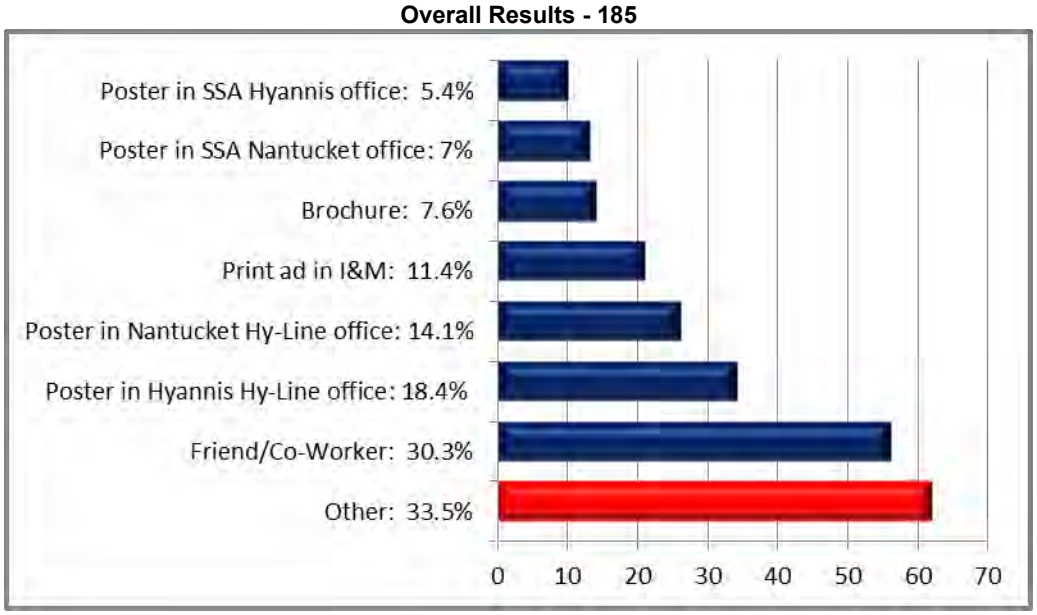


15.7 percent skipped this question

- The largest percentage of overall respondents to this 8-part question (33.5 percent) indicated that they learned about the service from "Other" sources. Most respondents did not indicate a source; however, quite a few individuals stated that they were just learning of the service from the individuals conducting the survey and several mentioned they found the information online. The Hy-Line and Steamship Authority employees also provided word-of-mouth information about the new service, thus serving as another effective source of information in this category.

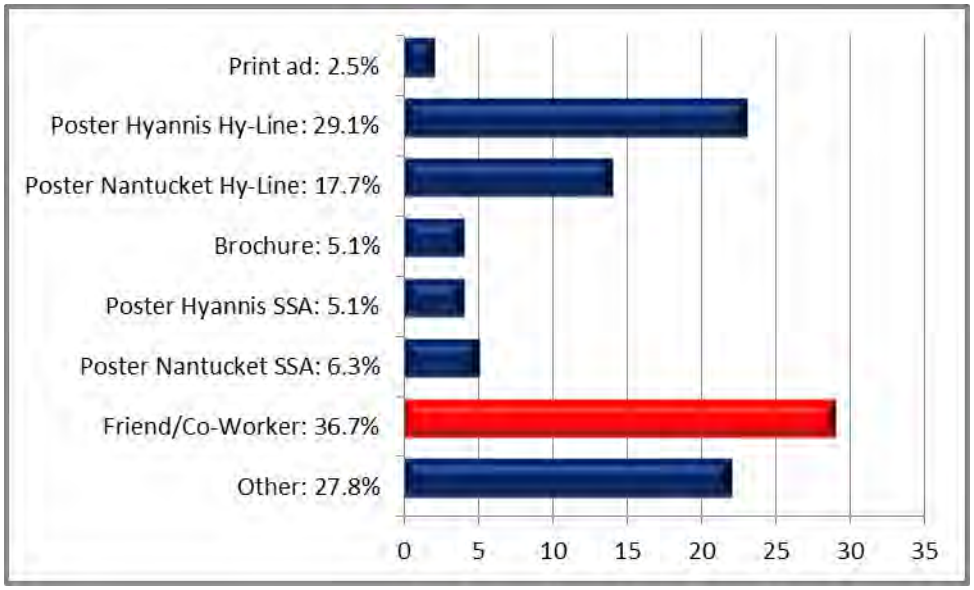
- Word-of-mouth was the second most effective source of information and this trend should continue as more people try the new service. Respondents indicated they learned about the service from friends and co-workers, including their employers.

- Posters in the ferry ticket offices were effective. The posters were very prominently displayed in the Hy-Line Cruises office at both the Hyannis and Nantucket locations.

- The print advertisements and brochure were somewhat less effective than the posters. However, the brochure should continue to be updated for the 2015 season and, with wider distribution, it has potential to be a good information source for current and potential riders. Print advertising should also continue but on a smaller scale.

Responses to question #4 by separate target audience

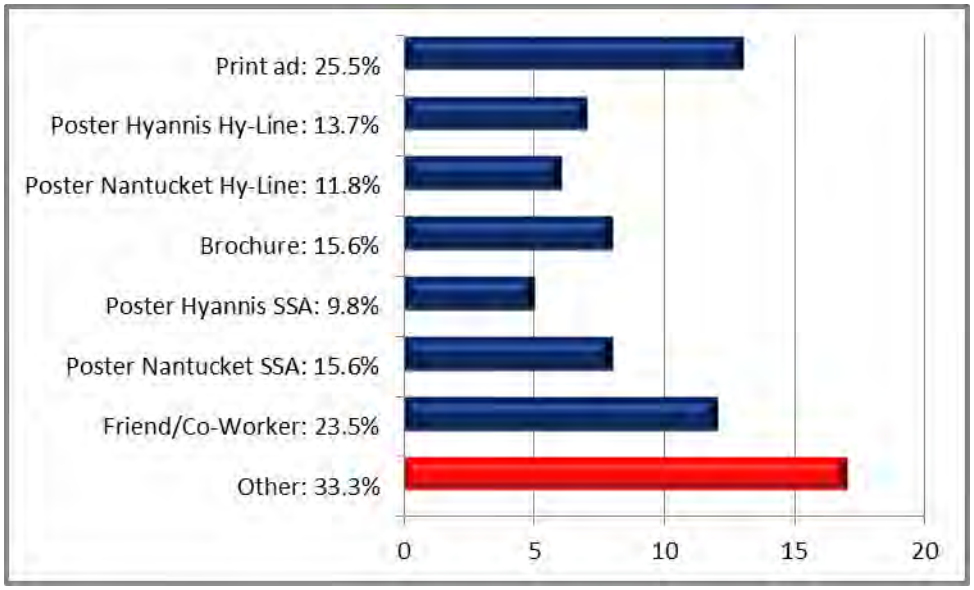
Contractors – Total 79



27.8 percent skipped this question

Word-of-mouth and posters in the Hy-Line Cruises ticket offices were the two most effective sources of information in this category.

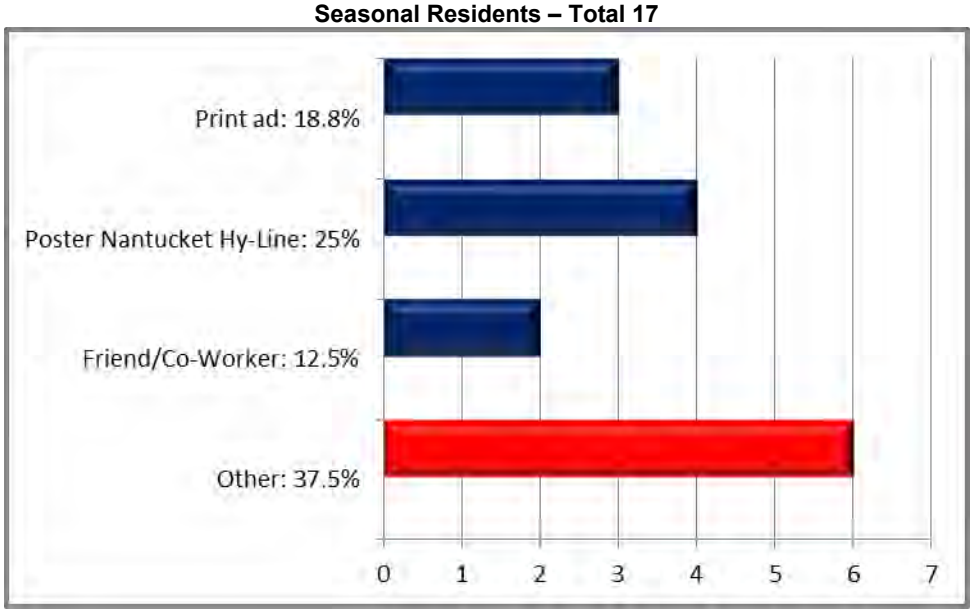
Year-Round Residents – Total 53



5.7 percent skipped this question

Year-round residents primarily depended on word-of-mouth as a source of information about the new service; however, the print advertisement in the Inquirer and Mirror was more effective with this group than the other three target audiences.

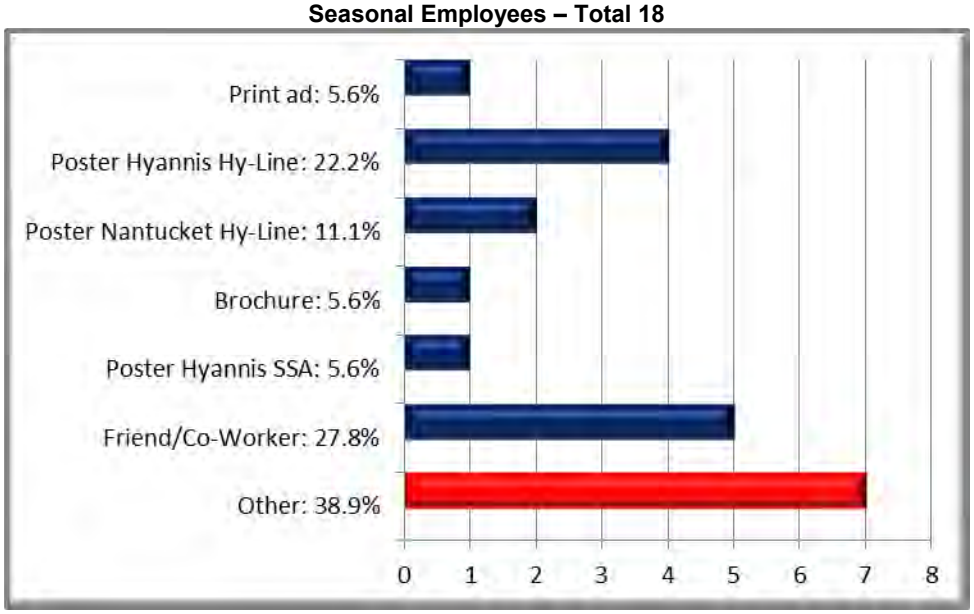
Seasonal Residents – Total 17



17.6 percent skipped this question

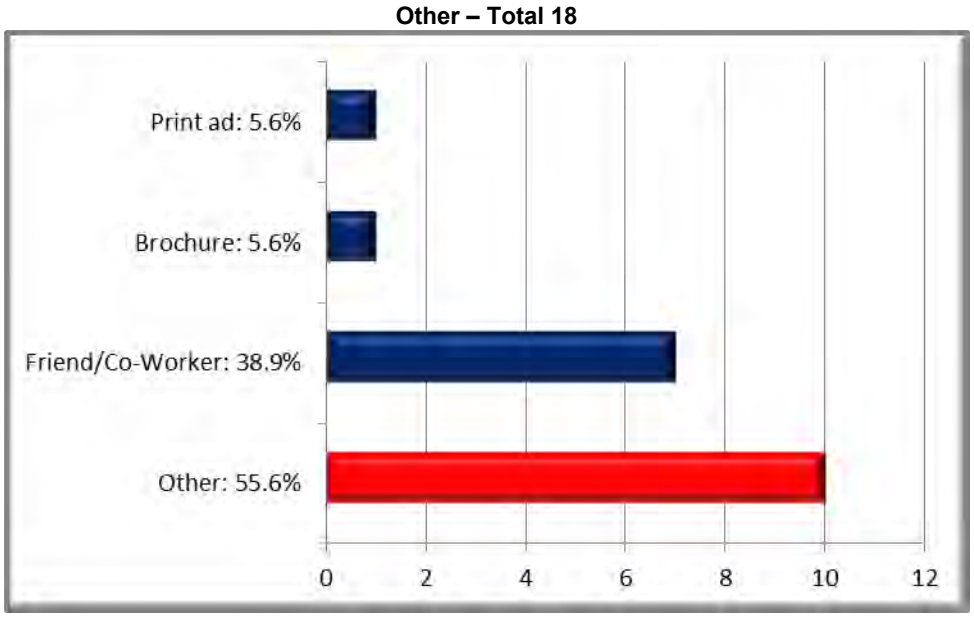
There were four effective sources of information in this category. In addition to "other" sources, the posters in the Hy-Line Cruises office and the print ad provided information for seasonal residents.

Seasonal Employees – Total 18



0 percent skipped this question

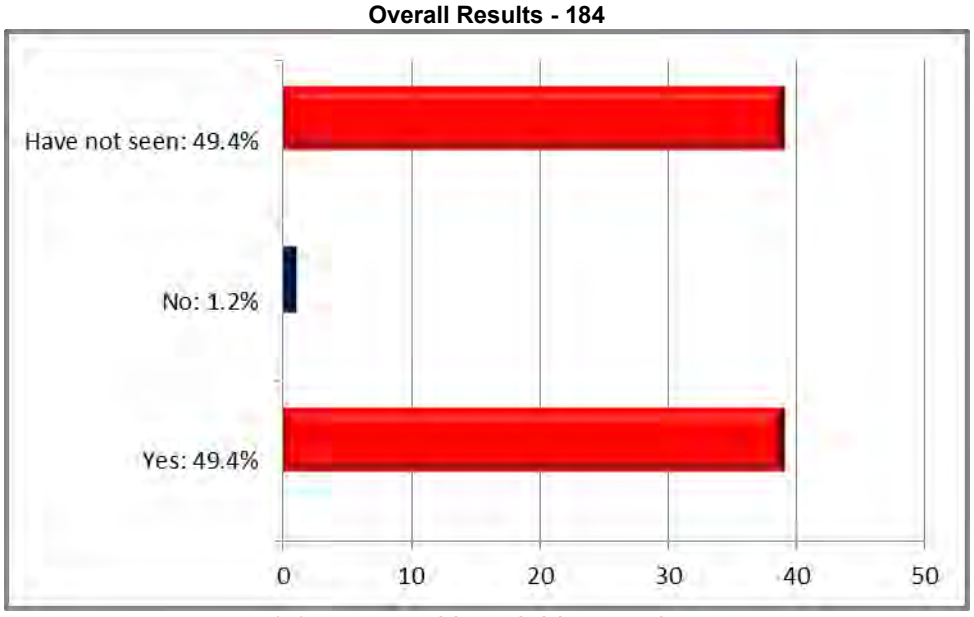
Word-of-mouth was the most effective source in this category, closely followed by the posters in the Hy-Line Cruises ticket offices. The print advertisement was the least effective source of information for seasonal employees.



5.6 percent skipped this question

Individuals in this category found word-of-mouth as the most effective source of information.

5. Do you feel the information in the Fast Ferry Connector brochure is adequate?



1.6 percent skipped this question.

The brochure was not an effective resource for over 50 percent of respondents as most indicated they had never seen it. Interestingly, although some respondents indicated they had not seen the brochure, they did provide comments about its contents.

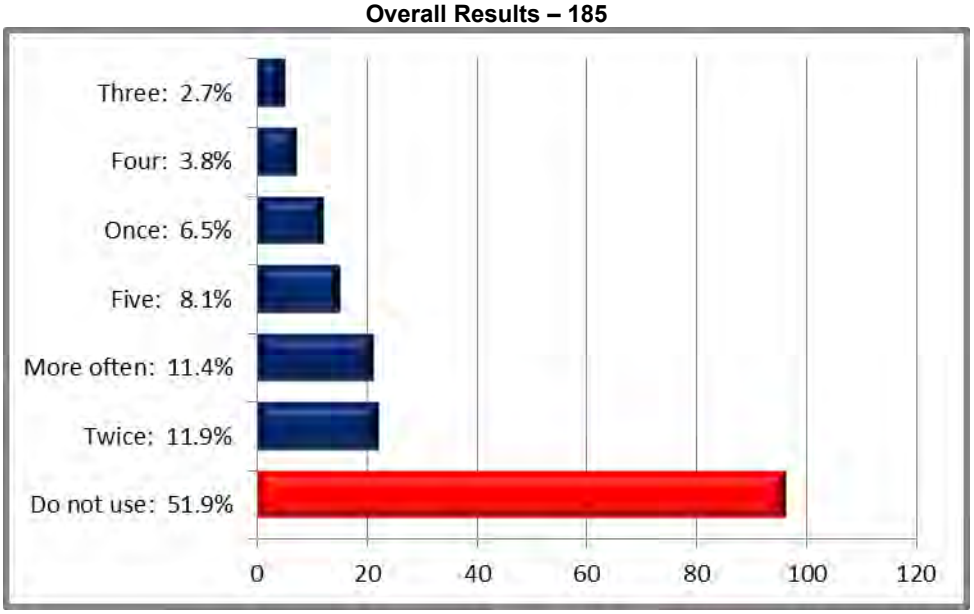
6. If you answered NO to question #5, please tell us how we can improve the information in the Fast Ferry Connector brochure.

90.3 percent of respondents skipped this question. Following is a summary of comments received:

- Contractors – The individuals in this category that were aware of the brochure indicated that it should be made available at more locations, i.e. lumber and plumbing supply businesses. The majority of contractors have not seen the brochure and feel it needs wider distribution.
- Year-round residents – These individuals also commented on the need for wider distribution of the brochure. One individual thought it should include the airport bus schedule and one indicated she felt the information in the brochure seemed to have changed after the service started.
- Seasonal residents - Most were positive overall but one individual was confused about the specific times noted in the brochure. She noted that once she realized it ran every 20 minutes she felt more confident about making her ferry connection on time.
- Seasonal employees and those in the "other" category did not comment on this question.

7. How often during a typical week do you use the WAVE Fast Ferry Connector bus service to get to and from the fast ferries?

Overall Results – 185



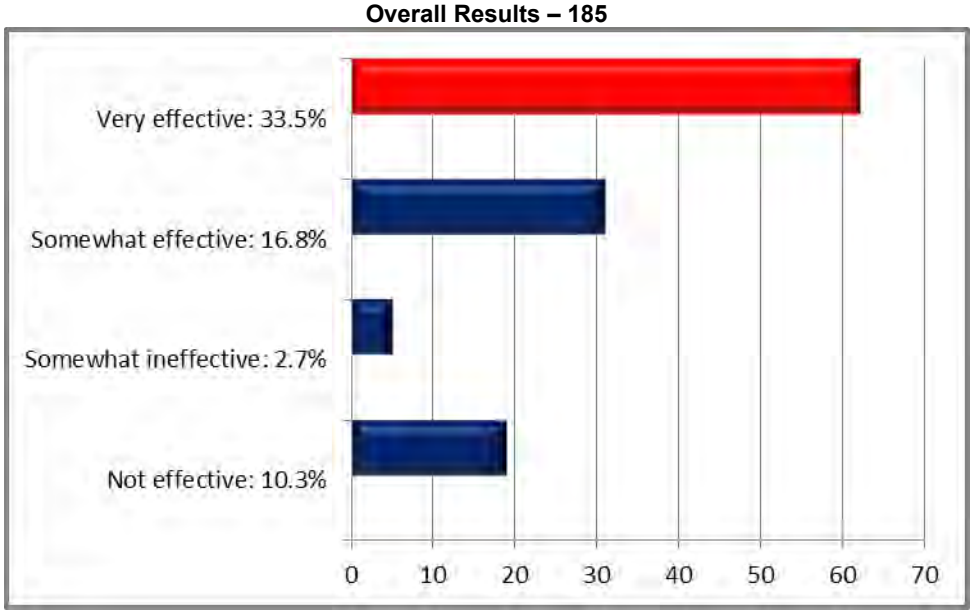
2.2 percent skipped this question.

The majority of respondents indicated they do not ride the Connector. Over 20 respondents noted they do use the service twice weekly or more than five times a week.

- Contractors – 43.1 percent indicated they do not use the service. However, 56.9 percent use the service and of those, 21.5 percent ride more than five times weekly.
- Year-Round Residents – The majority of respondents in this category do not use the service. Of the 35.9 percent that do ride, 15.1 percent use the service twice weekly and 11.3 percent use it only once per week.

- Seasonal Residents – Of the four target audiences, respondents in this category had the largest percentage of non-use. 70.6 percent specified they do not ride the Connector; however, 23.5 percent noted they ride twice weekly.
- Seasonal Employees – Ten of the seventeen respondents in this category indicated they do not use the service. Of the remaining respondents, 22.2 percent use it once per week and 11.1 percent ride five times weekly.
- Other – The percentage of non-users in this category was also high at 66.6 percent. 22.2 percent ride four or five times weekly and the remaining respondents specified they use the service three times or more per week.

8. How effective is the current schedule in getting you to and from the fast ferries?



36.8 percent skipped this question

The majority of respondents that use the service indicated satisfaction with the bus schedule in getting them to and from the ferries. Half of the 10 percent responding that the service is "not effective" do not actually use the service.

9. Are there any changes that can be made to the bus schedule to make it more convenient for you to travel to and from the fast ferries?

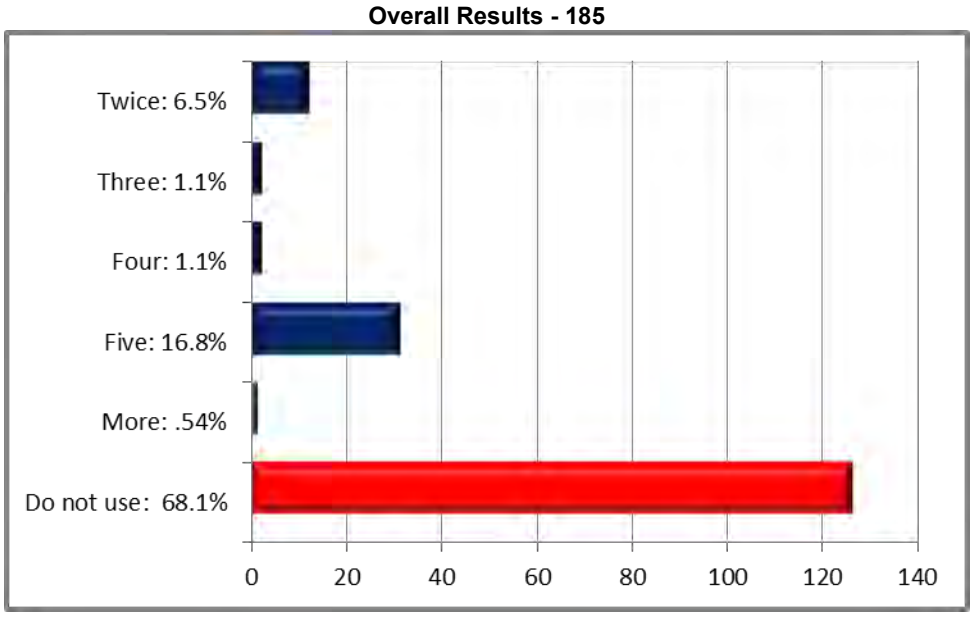
58.4 percent of respondents skipped this question. Following is a summary of comments received:

- Contractors – A majority were very pleased with the service overall. Many would like the service to operate year-round and one stated he would like to see dedicated buses operating between the park and ride and ferries. Several mentioned the need for a later bus to serve the 8:00 p.m. boat. There were several comments that when the first bus in the morning is full, it should immediately leave and allow the second bus to load.
- Year-round residents – These individuals would also like the service to operate year-round and felt there is a need a bus to meet the later ferries. One expressed frustration about the bus sitting at the Steamship Authority for 10 minutes and another 10 minutes in town.

- Seasonal residents – Several would like to see the bus serve the early Steamship Authority boat and complained about needing to use a cab to get to the parking lot after the bus stopped running in the evening.
- Seasonal employees – A majority depend on co-workers for a ride to the ferries, but a majority of the comments were very positive. One individual noted he would like to see more fast ferries operating in the evening hours.
- One individual in the "other" category asked that the bus wait a little longer in the morning before going to the park and ride lot to enable her to shop at the Stop & Shop.

PARK AND RIDE LOT

10. How often during a typical week do you use the free park and ride lot at 2 Fairgrounds Road?

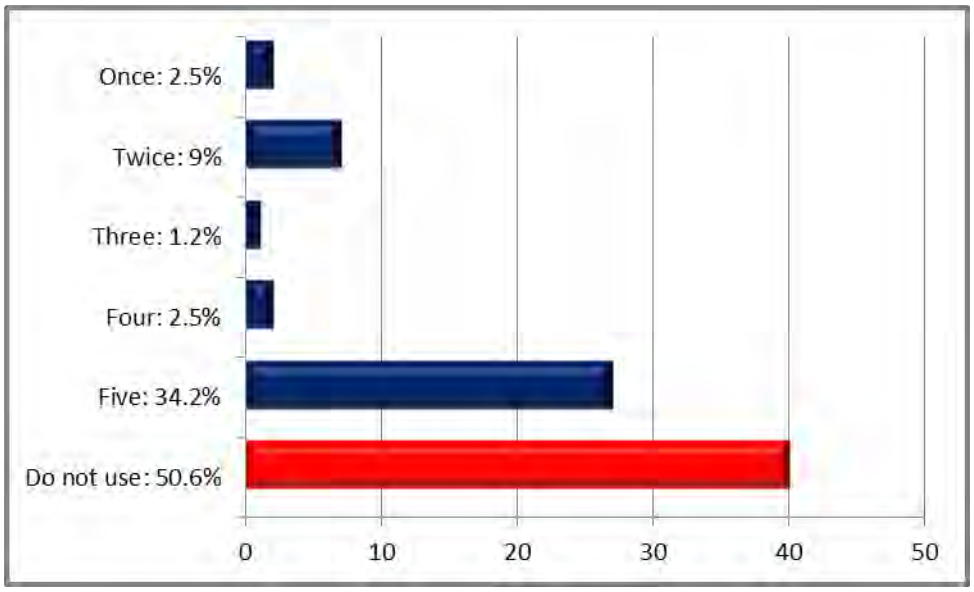


.54 percent skipped this question

A large majority of respondents do not use the park and ride lot. Contractors comprised the largest group that uses the lot and, as with year-round residents, most of those indicated they do so five times or less per week. Question #12 provides a breakdown of the reasons for non-use.

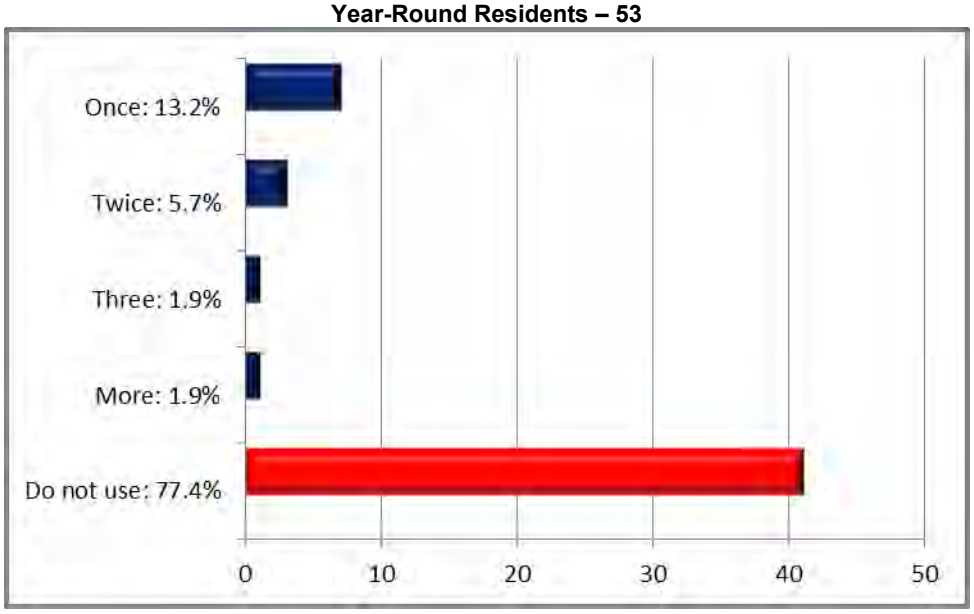
Responses to question #10 by separate target audience

Contractors - 79

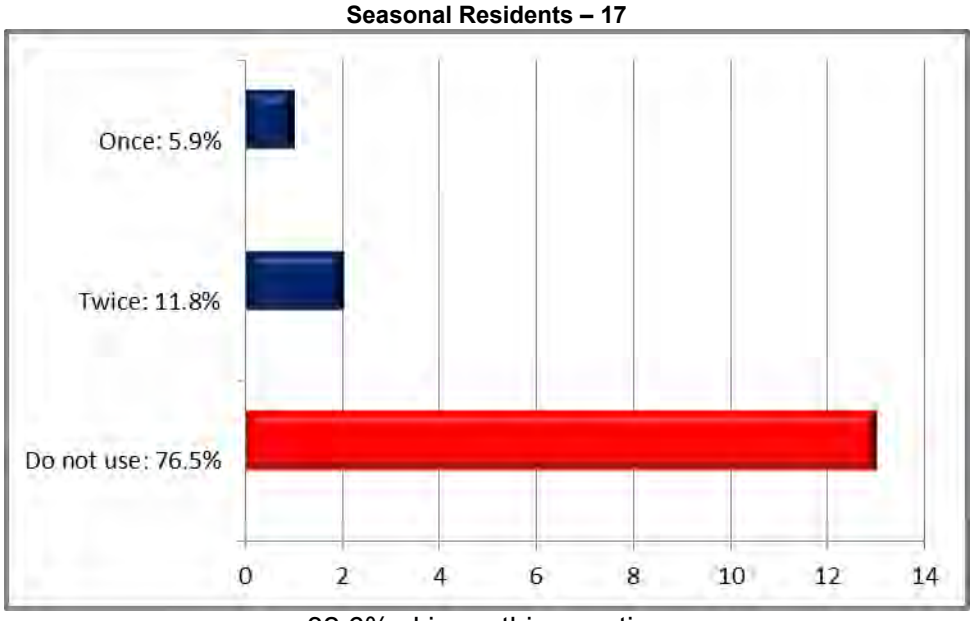


0 percent skipped this question

Year-Round Residents – 53



0 percent skipped this question



32.6% skipper this question

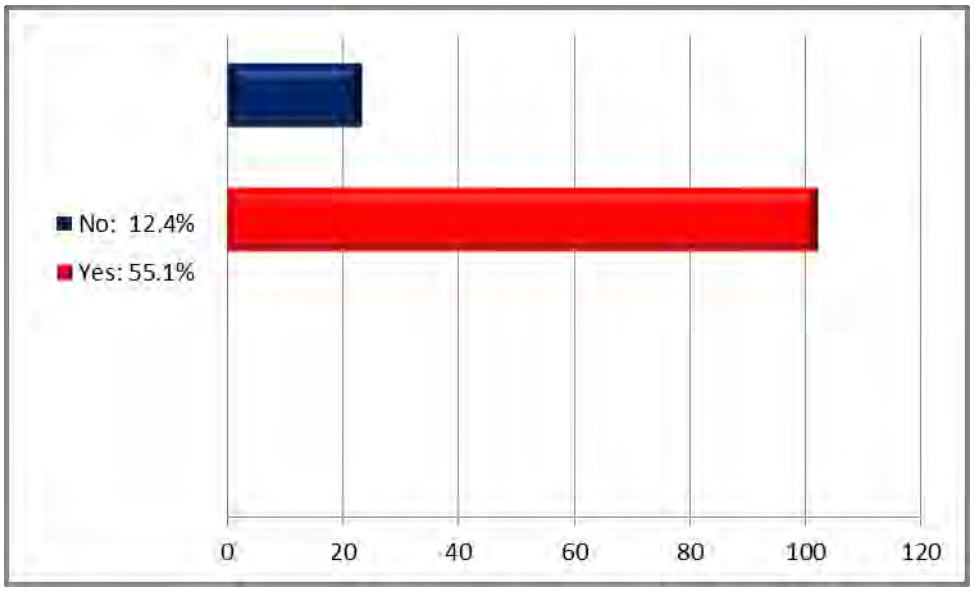
Seasonal Employees – 18

Most seasonal employees work on island and many do not own cars. As such, the majority of seasonal employees surveyed (94.4 percent) have not used the park and ride lot. Only one respondent indicated using the park and ride lot five times.

Other – 18

The majority of the individuals responding in this category (83.3 percent) have not used the park and ride lot. Three respondents indicated using the park and ride lot five times.

11. Is the location of the park and ride lot convenient?



32.4 percent skipped this question

One contractor commented that the park and ride lot is convenient but that more parking is needed.

12. If you answered No to question #11, please explain why the park and ride lot is not convenient.

85.4 percent skipped this question. Following is a summary of comments provided:

- Contractors – One prominent concern voiced by this group is the amount of equipment they need to carry for work. Many felt they had "too much stuff" to transport on the bus. Several also stated the park and ride lot is too far from the ferry and one individual indicated he did not have time to wait for a bus.
- Year-Round Residents – Several respondents stated they did not know about the lot, but two people indicated they would most likely try it now that they are aware it's available.
- Seasonal Residents – Comments from this group generally indicated the location is not convenient.
- Seasonal Employees – One individual stated the location of the park and ride lot is too far from the boat and one stated his employer provides transportation.
- Other – The only comment noted: "Please post FREE". However, all printed materials prominently indicate the service is free.

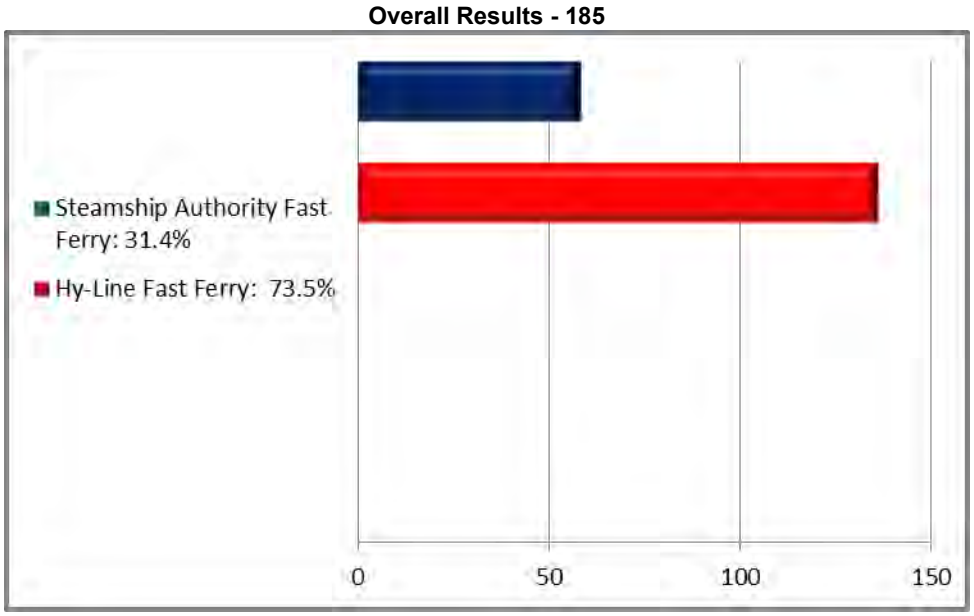
13. In the future, would you be willing to pay one of the following amounts to park at the 2 Fairgrounds Road park and ride lot to help fund the Fast Ferry Connector bus service?

5.9 percent skipped this question

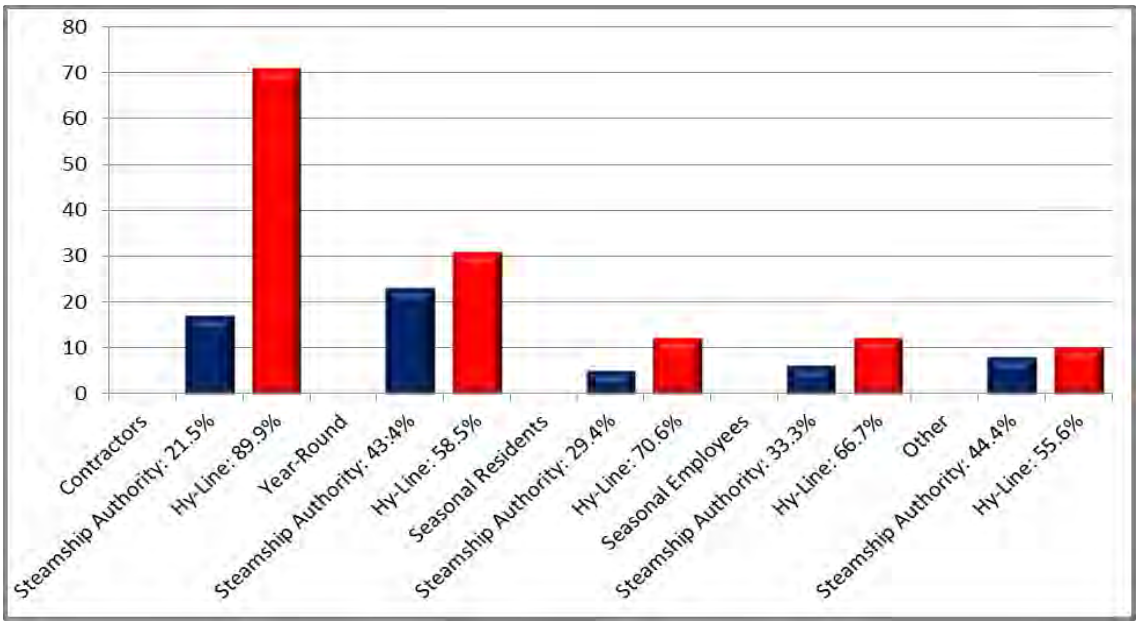
A majority of respondents in each survey group noted they would not be willing to pay for parking. Contractors were the largest survey group and were the most adamant about not paying to park. However, 19.1 percent of that group indicated they would pay from between $1 and $3 a day to park.

FAST FERRY INFORMATION

14. Which fast ferry do you use most often to get to and from Nantucket?



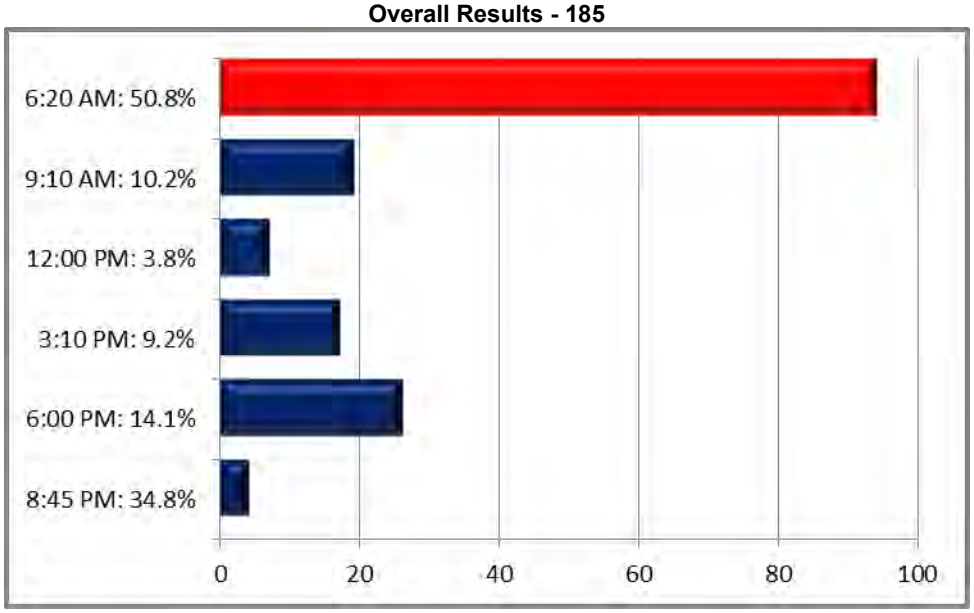
Responses to question #14 by separate target audience:



Approximately 85 percent of those answering this question indicated that they use both ferry services. However, an overwhelming majority of respondents, especially contractors, use the Hy-Line Cruises fast ferry more often. The Hy-Line fast ferry is most popular with contractors because the schedule allows them to get to the island earlier than the Steamship Authority schedule and has a more consistent record of on-time arrivals.

HY-LINE CRUISES FAST FERRY

15. What time of the day do you most often take the Hy-Line fast ferry FROM HYANNIS TO NANTUCKET?



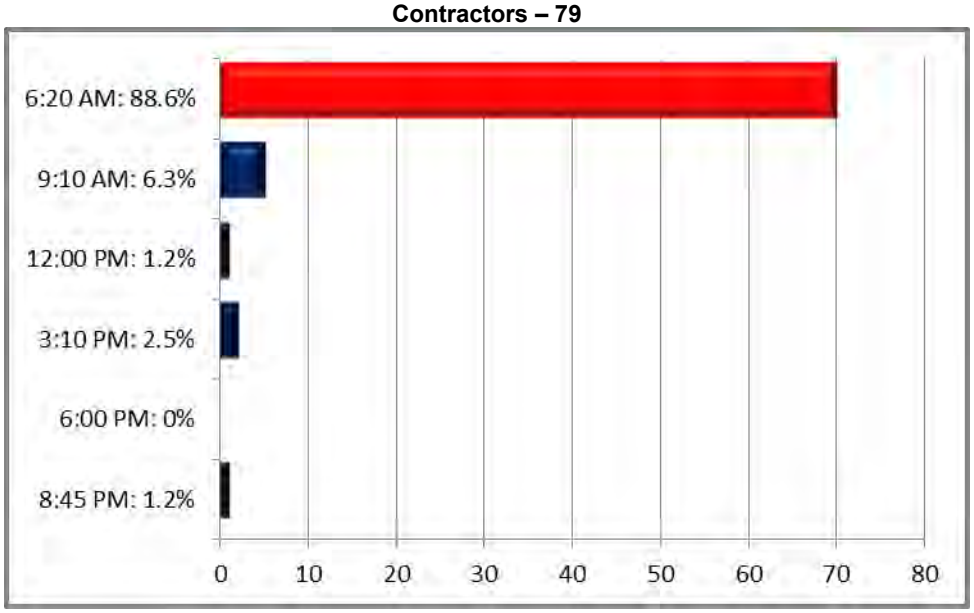
13.5 percent skipped this question

Respondents consistently indicated more than one departure time on this question. However, a majority prefer the 6:20 AM fast ferry to get to Nantucket from Hyannis. Year-round and seasonal residents generally travel off-island for medical appointments, shopping and for various other reasons. These two groups prefer the 6:00 PM Hy-Line fast ferry to return to Nantucket from Hyannis.

As noted in #14 above, contractors overwhelmingly use the early Hy-Line fast ferry to travel to the island from Hyannis. During the survey process, contractors stated they need to arrive on the island as soon as possible because they have such a limited amount of time to spend working. The 6:20 AM Hy-Line Cruises fast ferry helps them maximize their time on the island.

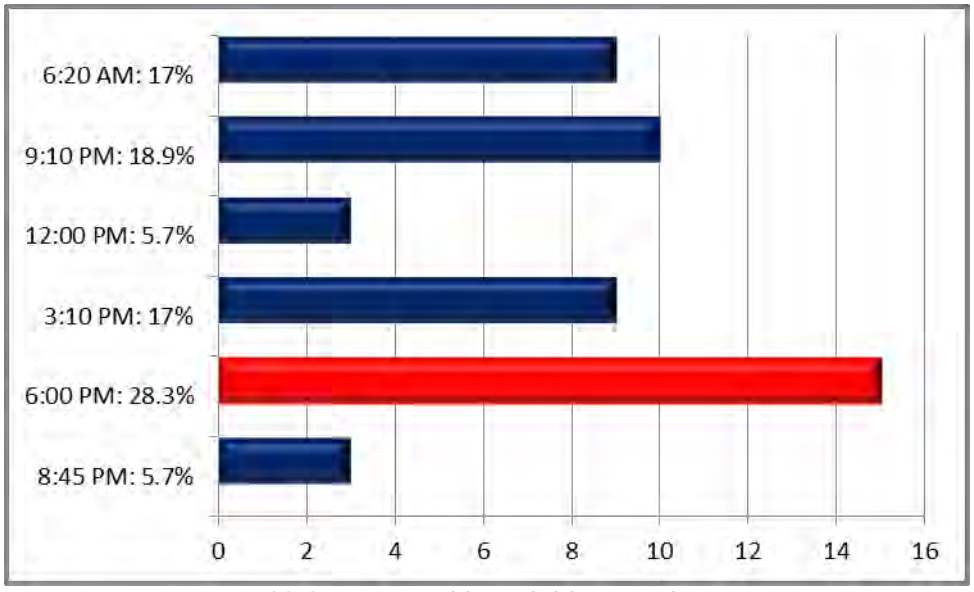
Responses to question #15 separated by target audience

Contractors – 79



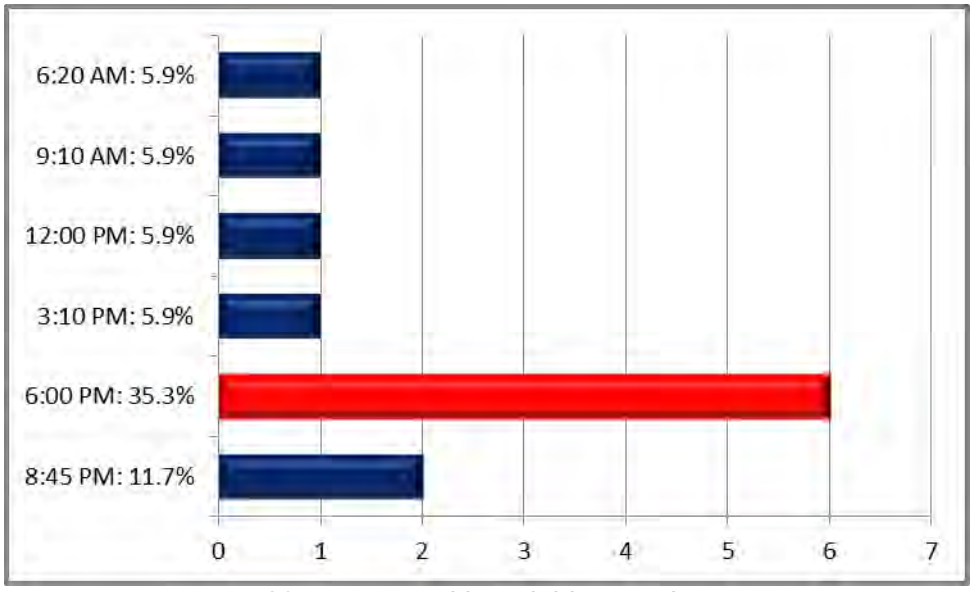
3.8 percent skipped this question

Year-Round Residents – 51



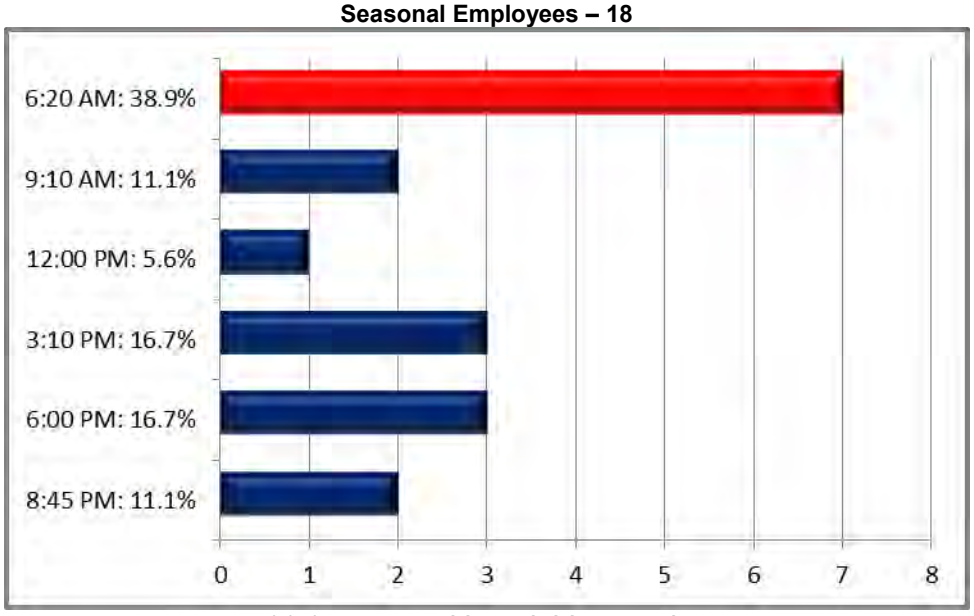
18.9 percent skipped this question

Seasonal Residents – 17

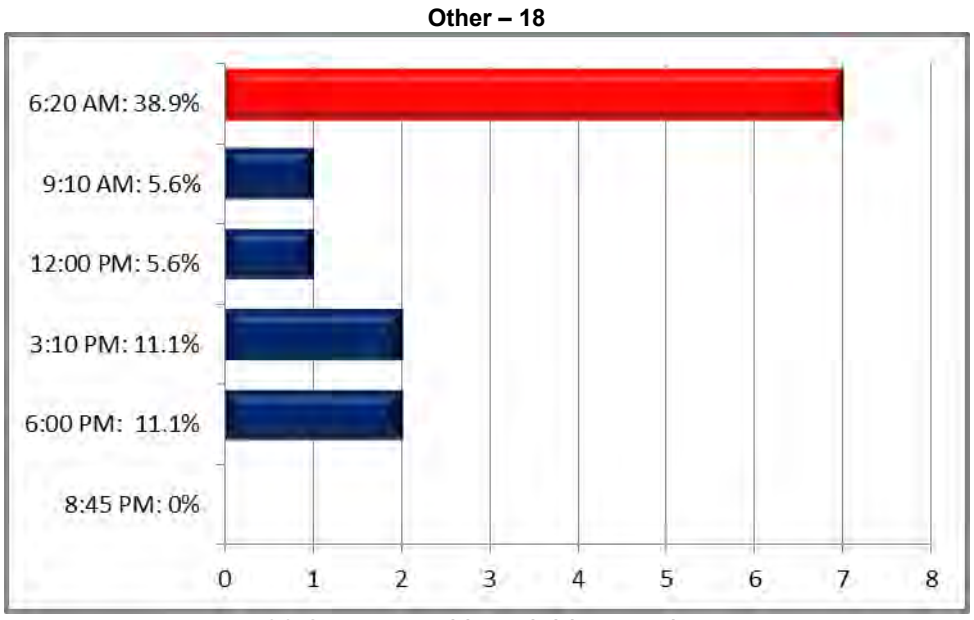


23.5 percent skipped this question

Seasonal Employees – 18

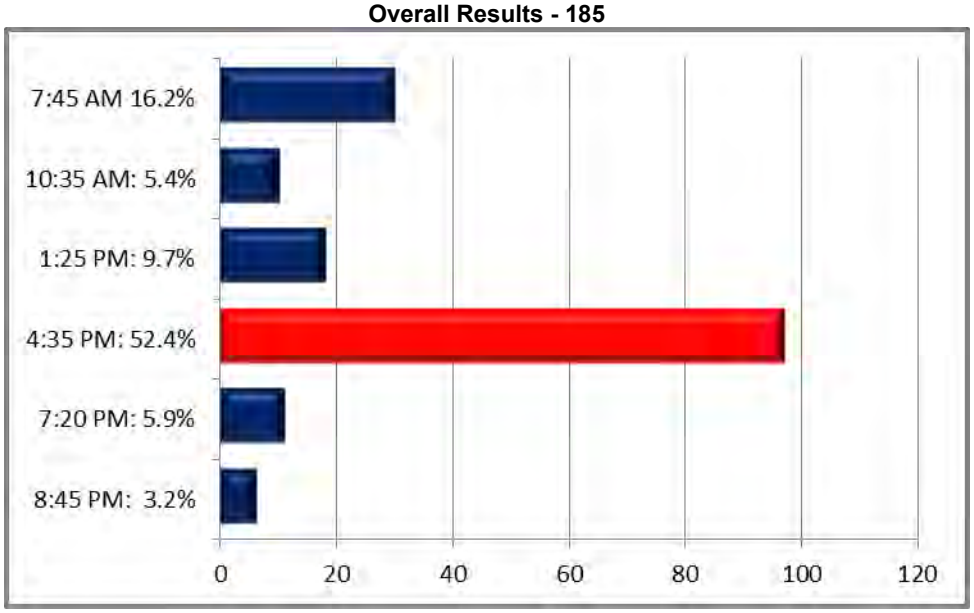


11.1 percent skipped this question



33.2 percent skipped this question

16. What time of the day do you most often take the Hy-Line fast ferry FROM NANTUCKET TO HYANNIS?

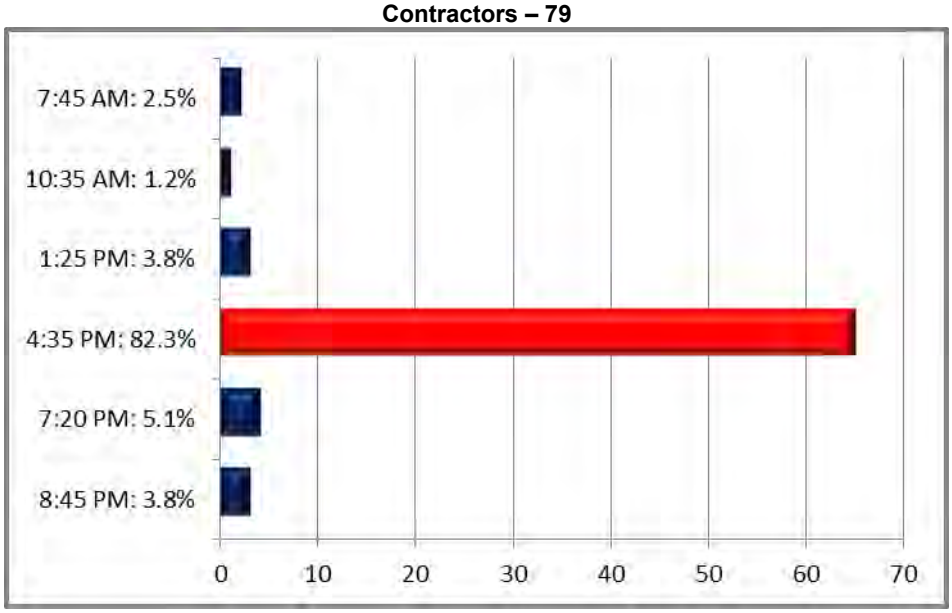


14.1 percent skipped this question

Respondents consistently indicated more than one departure time on this question, however, the 4:35 PM ferry is the most popular. A majority of contractors use the 4:35 PM ferry to return to Hyannis after working on the island all day. In contrast, year-round and seasonal residents prefer the 7:45 AM ferry to travel off-island to get to medical appointments, shopping and for other reasons.

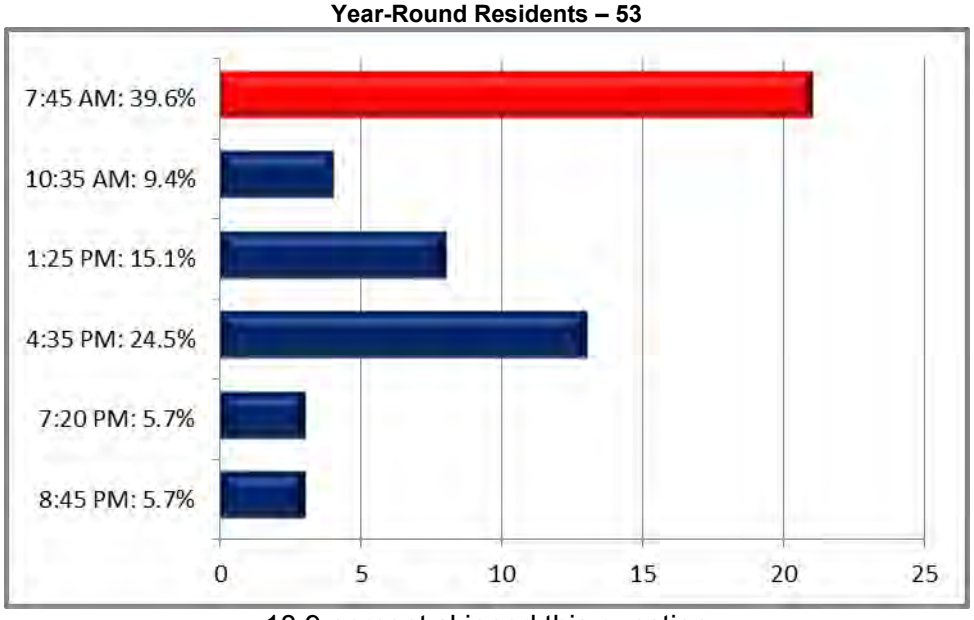
Responses to question #16 by separate target audience

Contractors – 79



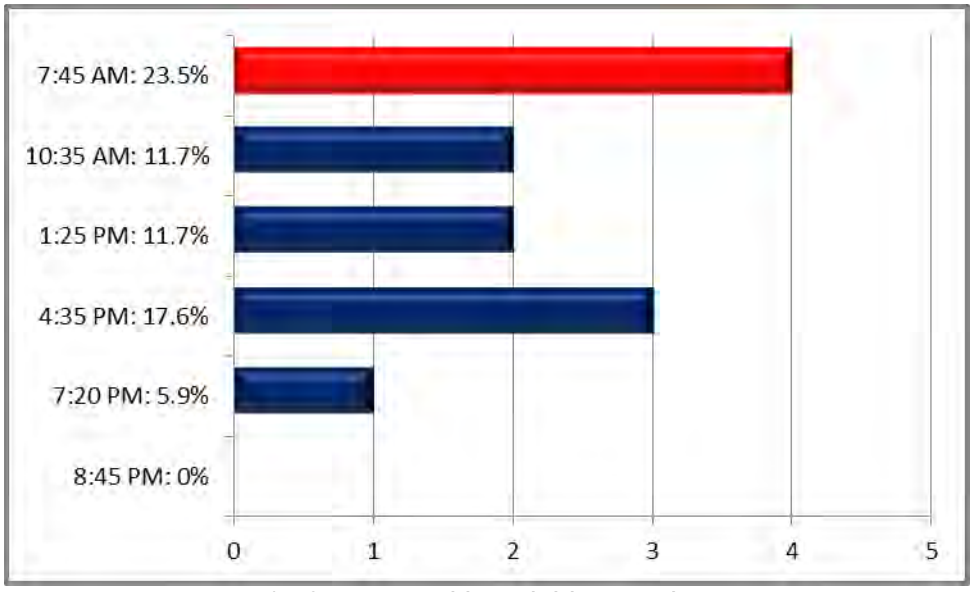
6.3 percent skipped this question

Year-Round Residents – 53



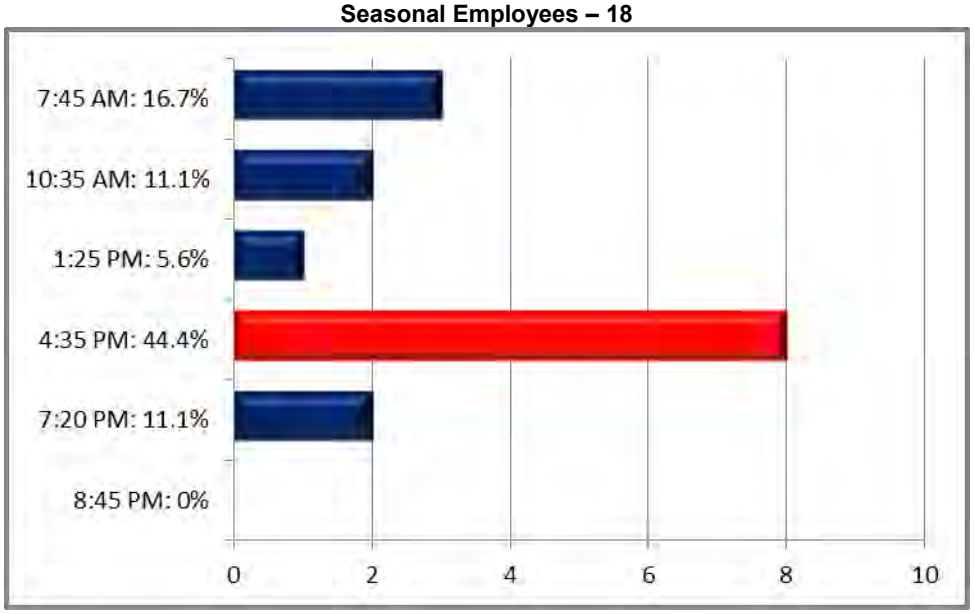
18.9 percent skipped this question

Seasonal Residents – 17



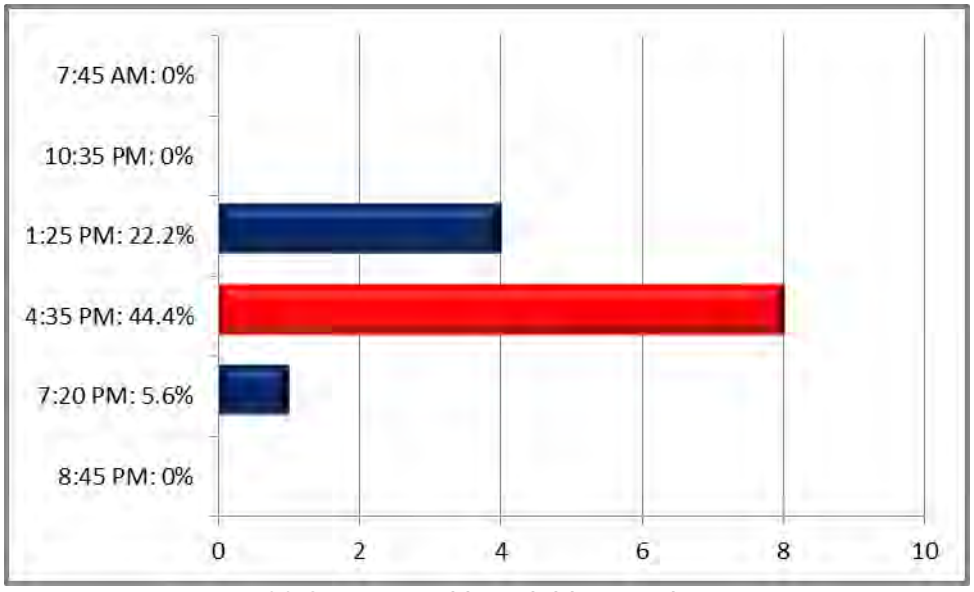
17.6 percent skipped this question

Seasonal Employees – 18



11 percent skipped this question

Other – 18

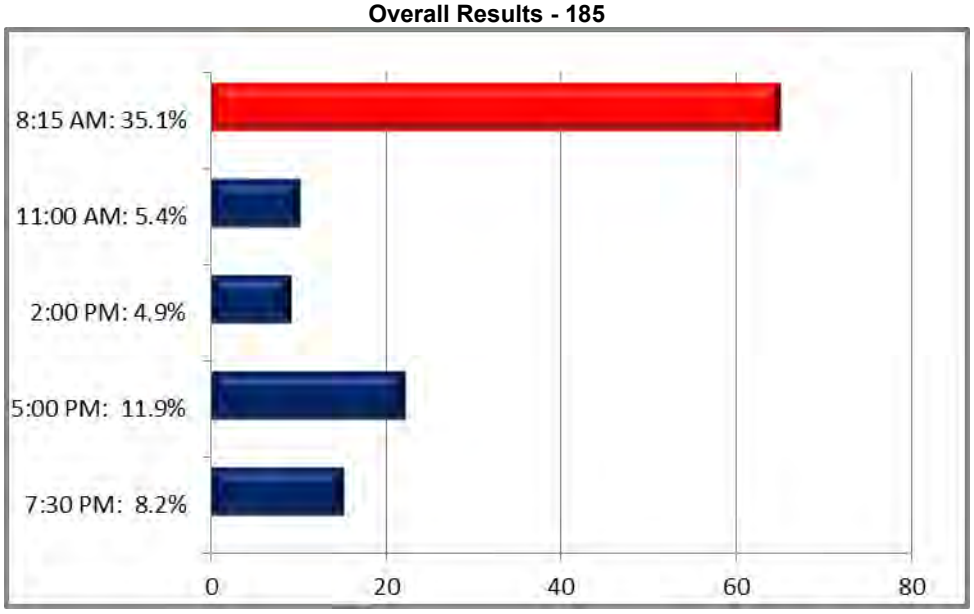


33.2 percent skipped this question

STEAMSHIP AUTHORITY FAST FERRY

17. What time of the day do you most often take the Steamship Authority fast ferry FROM HYANNIS TO NANTUCKET?

Overall Results - 185

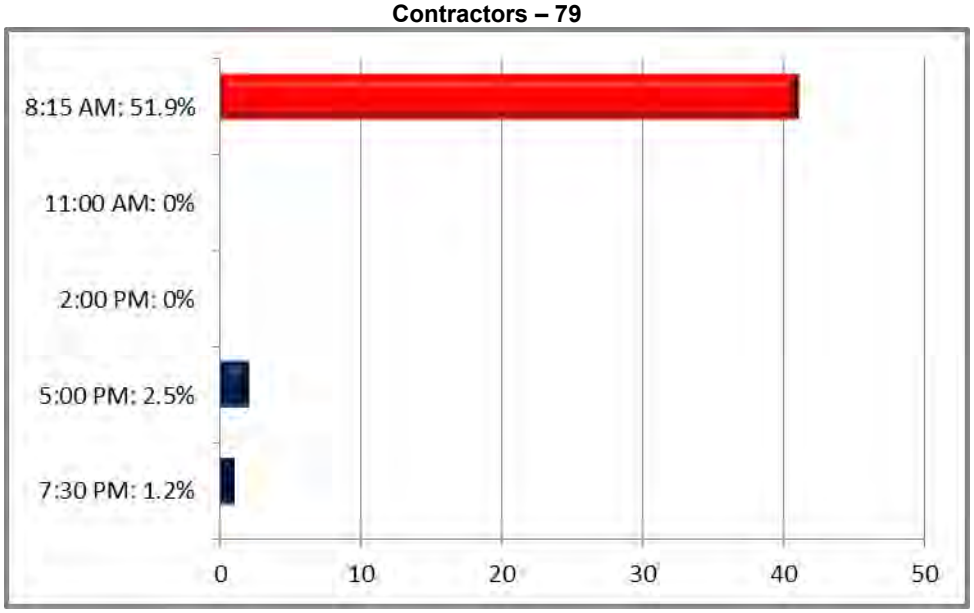


37.3 percent skipped this question

Respondents indicated more than one departure time on this question however, a majority of overall respondents prefer the 8:15 AM Steamship Authority fast ferry when traveling from Hyannis to Nantucket. Year-round residents and those in the "other" category prefer the 5:00 PM boat, while seasonal residents prefer the 8:15 AM, 5:00 PM and 7:30 PM boats equally. Seasonal employees prefer the 8:15 AM and 5:00 PM boats equally.

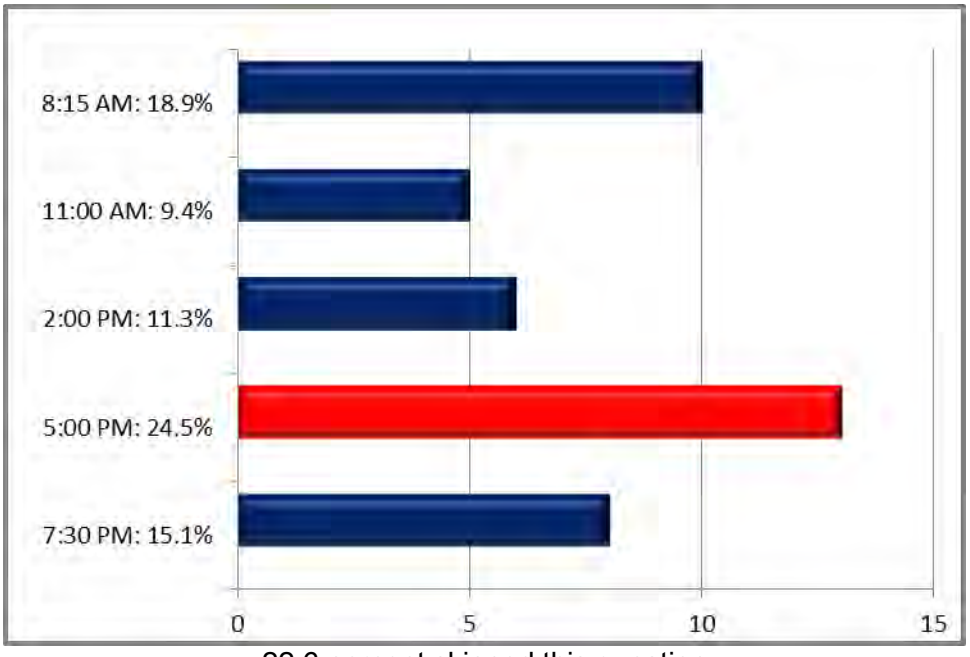
Responses to question #17 by separate target audience

Contractors – 79



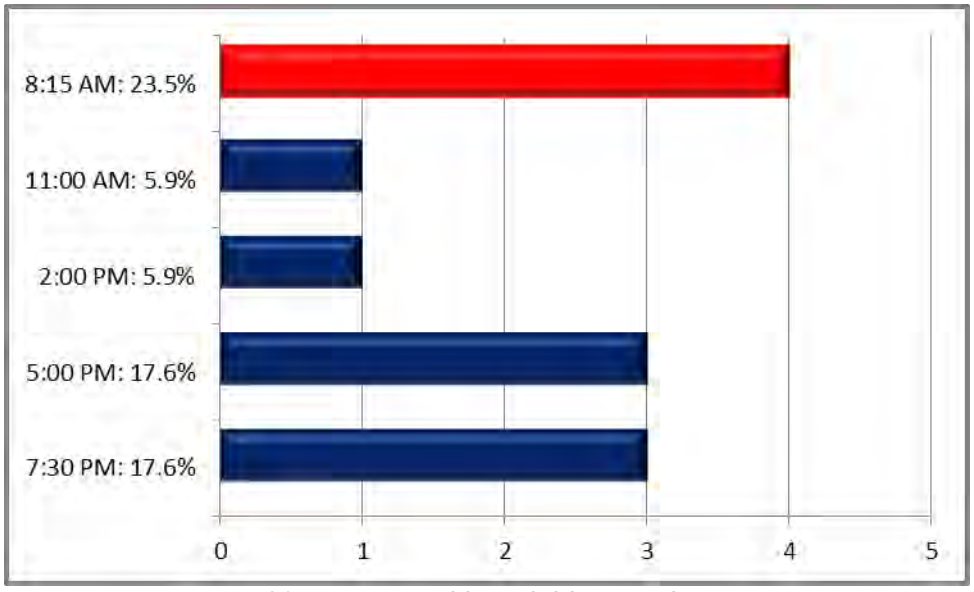
48.1 percent skipped this question

Year-Round Residents – 53



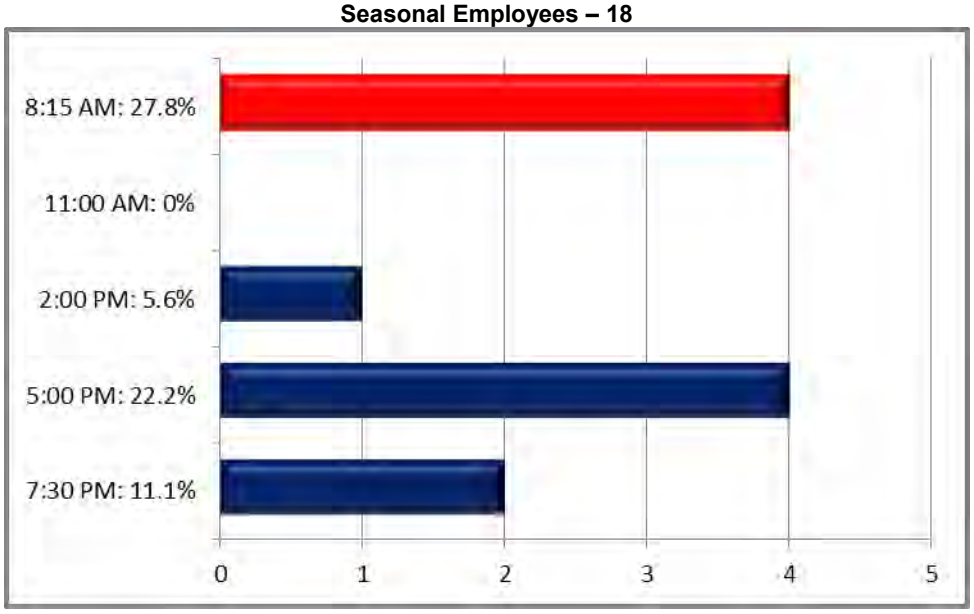
22.6 percent skipped this question

Seasonal Residents – 17

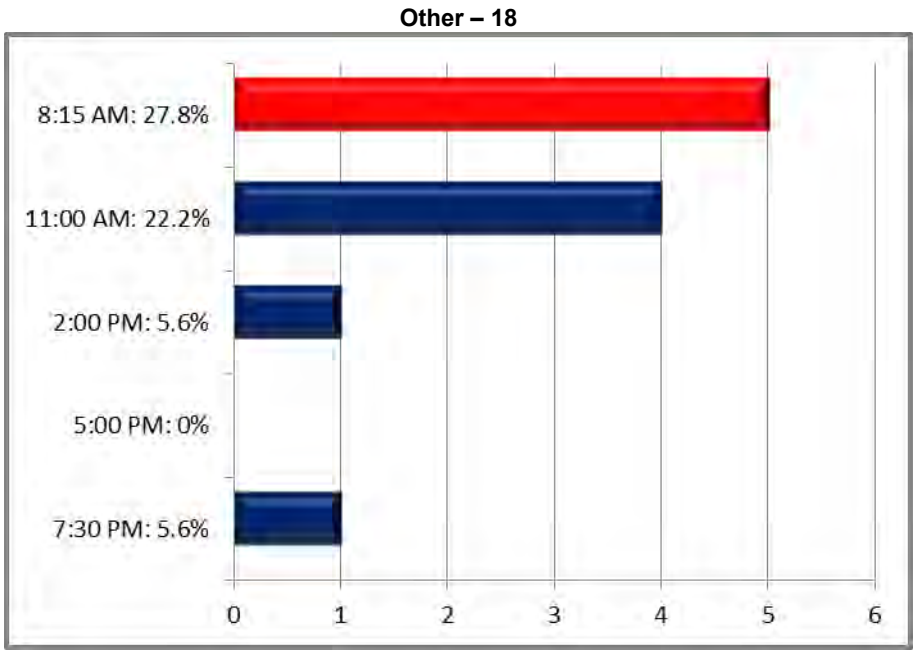


23.5 percent skipped this question

Seasonal Employees – 18

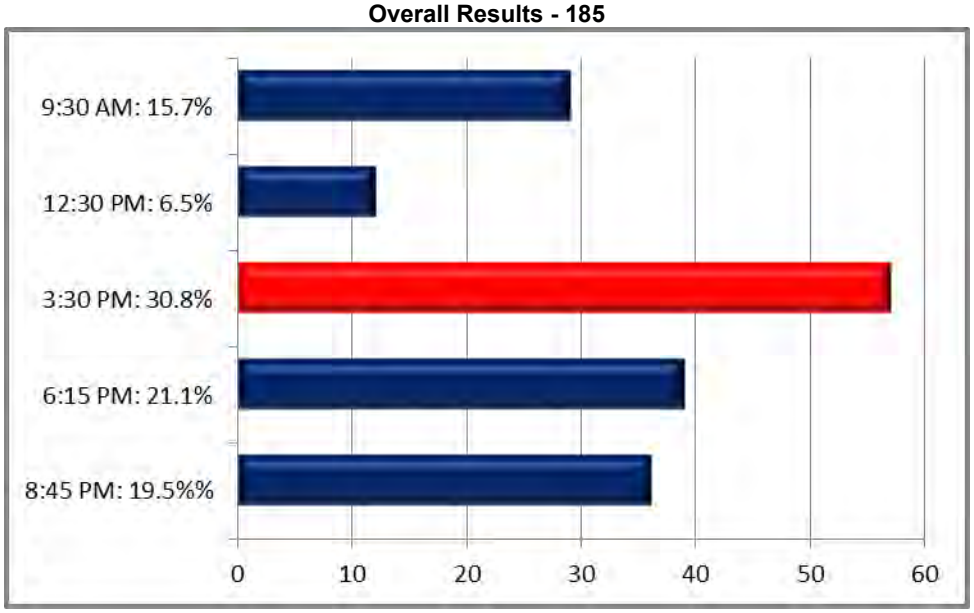


38.9 percent skipped this question



44.4 percent skipped this question

18. What time of the day do you most often take the Steamship Authority fast ferry FROM NANTUCKET TO HYANNIS?

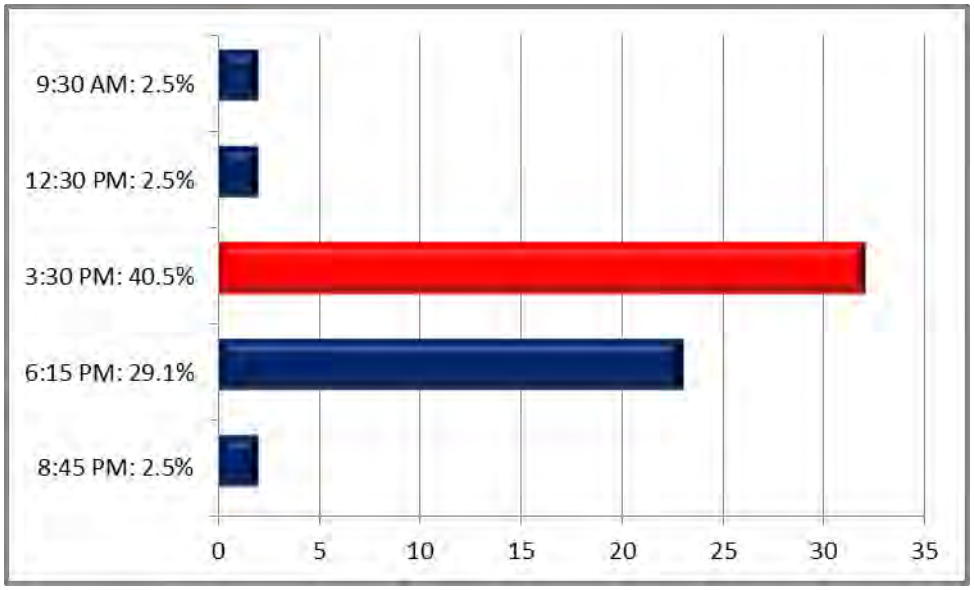


27 percent skipped this question

Respondents consistently indicated more than one departure time on this question with a majority, especially contractors, preferring to travel on the 3:30 PM SSA fast ferry. Year-round residents, seasonal employees, and those in the "other" category indicated they use the 9:30 AM fast ferry most often, Seasonal residents prefer the 6:15 PM fast ferry when they travel from Nantucket to Hyannis.

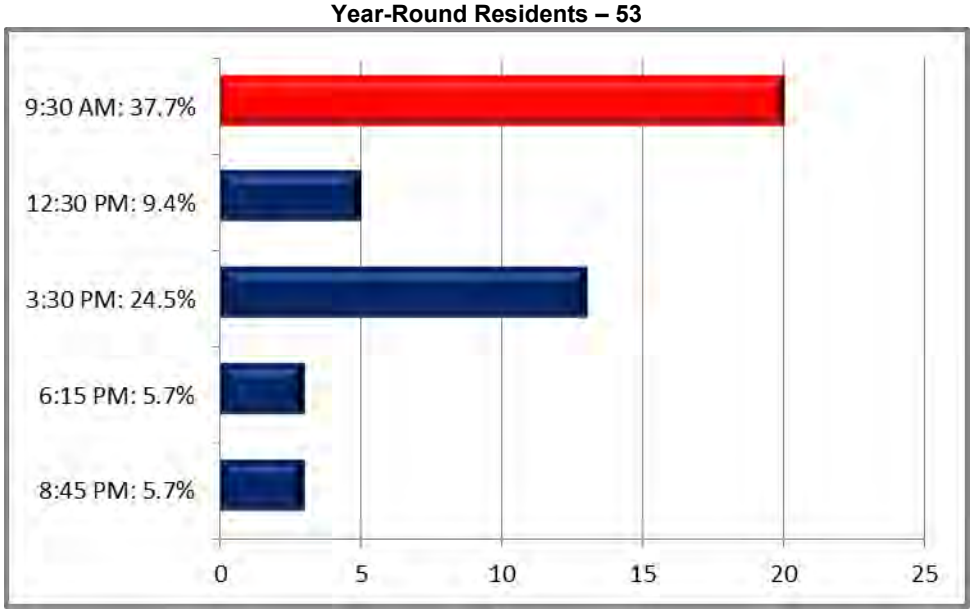
Responses to question #18 by separate target audience

Contractors – 79



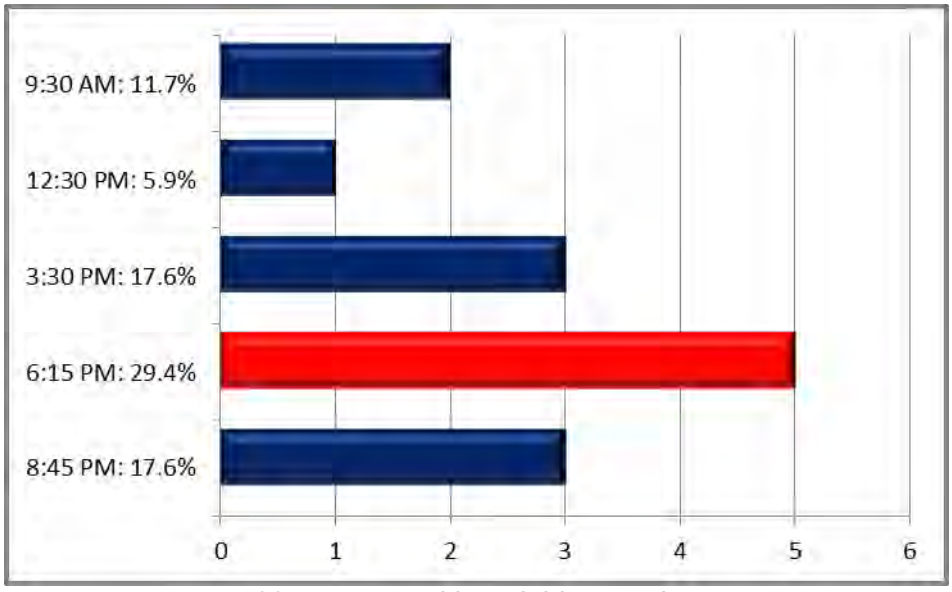
27.8 percent skipped this question

Year-Round Residents – 53



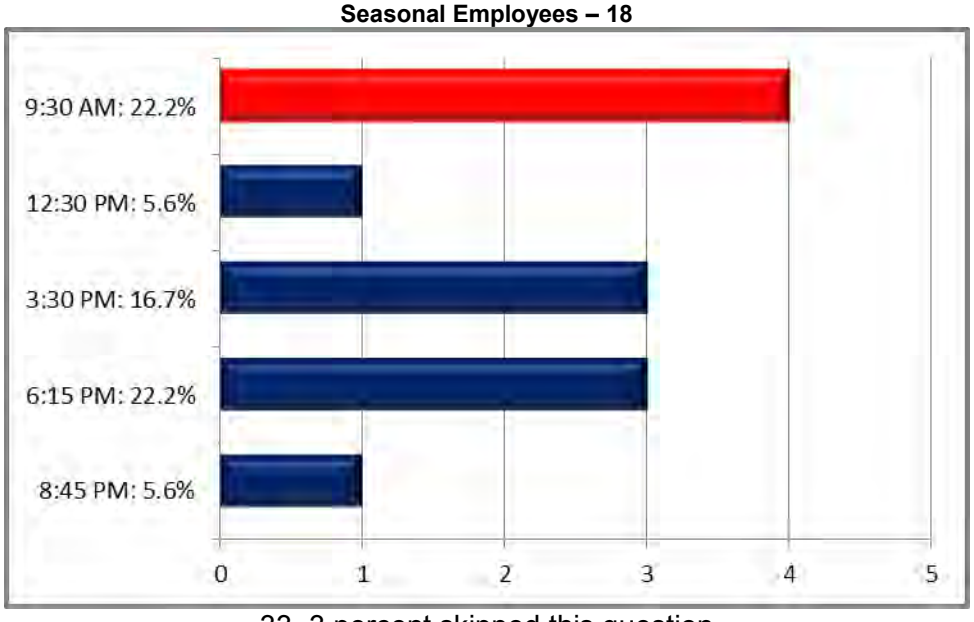
20.8 percent skipped this question

Seasonal Residents – 17

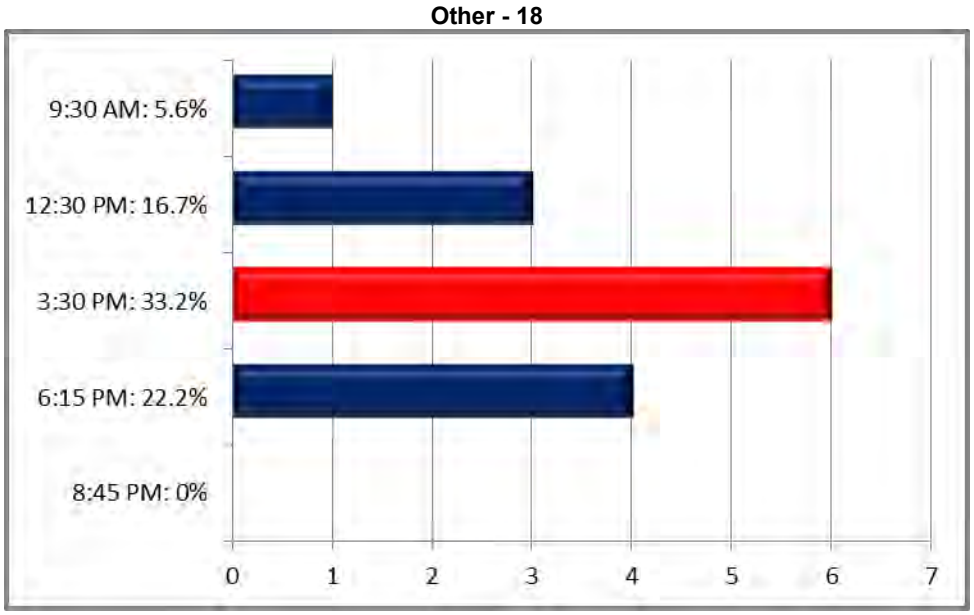


29.4 percent skipped this question

Seasonal Employees – 18



33..3 percent skipped this question



33.2 percent skipped this question

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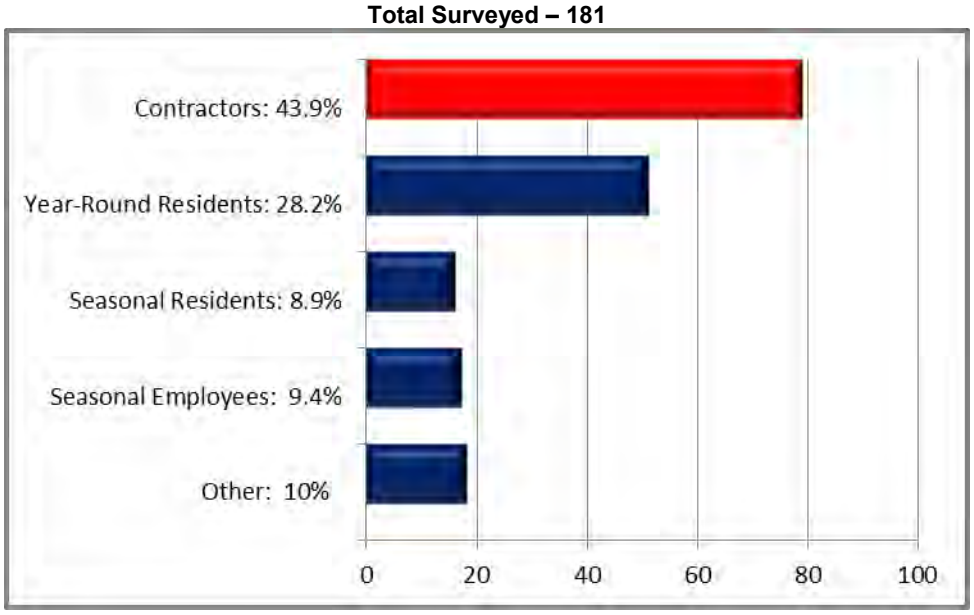
19. Which category accurately describes your status?



Contractors were the largest group surveyed and also comprise the largest group actually using the Fast Ferry Connector. Year-round and seasonal residents, seasonal employees and others were also polled but most do not use the service.

Appendix II:
Comments Provided by Survey Respondents

SURVEY COMMENTS

The following were provided by respondents in each target group. The comments **have not been edited** in any way and are exactly as written on the survey forms.

CONTRACTORS

2. If you answered yes to question #1, please tell us why you decided to use the service.

- Convenience to parking lot.
- Because we park a truck down by hotels. We get tickets even when we park legally. Shuttle is very convenient.
- Due to lack of parking downtown.
- To go back and forth to parking.
- I commute to work on Hy-Line. Use it to get to and from the commuter lot.
- Parking is a major issue. Plus it's free!
- Parking reasons behind building department.
- Very convenient: 4
- It's more convenient regarding parking in town.
- Great option for commuters.
- Because I find it working out for me good.
- Parking/parking lot/parking convenience: 3
- Because we can't park commercial vehicles close to the boat.
- Parking for company vans has been moved. The best and fastest way to new parking location.
- No option: 3
- Needed a ride.
- Only way to get to lot without taking taxi or walking.
- It is needed for parking, it has worked out for everyone.
- Makes life easier.
- Cause they offered it.
- It's very good.
- Because we are not allowed to park where we were parking before.
- To get to and from the boat to my company's work truck.
- The service was provided to get to the parking lot.
- Parking work truck at town lot is closed, nowhere else to park.
- It's very convenient: 2
- To get to our vehicle.
- Shuttle me to yard where work truck is parked.
- I get there on time.
- Much cheaper and convenient than taxis.
- Us construction crews had no choice but to trucks parked up by police station.
- Because it was very convenient for the workers.

3. If you answered no to question #1, please tell us why you have not used the service.

- Use taxi: 3
- Truck on island parked in town.
- Park somewhere else.
- Never heard of service before.
- Don't have time to wait for bus.
- Have a ride: 3
- Haven't heard of it: 2
- Don't need it: 3
- No need, park near-by
- Work close by the dock.
- I get picked up.
- Have not checked into schedule. Too much to carry on at end of day.
- Travel with too much to carry on.
- No need – walking distance to our office: 2
- Drive long distance and park at steamship.
- There is a public parking lot off Main Street Hyannis three blocks from the boat.
- Just found out about it last week.
- My apt. is in town.
- I didn't know it went to the ferrys. I've always gotten off at bus station.
- Parking is not an issue for us.
- Parking more convenient.
- I have employer to drop me off.
- Home owner pays for taxi.

4. Where did you learn about the WAVE Fast Ferry Connector bus service? (Multiple answers)

- Just now/this survey: 5
- Marc Snider
- Here.
- Owner of Nantucket Inn.
- I was one of the first riders.
- This survey.
- From workers at HyLine, Hyannis.
- Seeing the bus at ferry port.
- My boss.

6. If you answered No to question #5, please tell us how we can improve the information in the Fast Ferry Connector brochure.

- It's OK for me.
- None
- Make more available information.
- The bus don't leave on time always waiting for the next bus when the bus is full. Every 20 minutes it should leave.
- Put brochures at the supply houses, the lumber place and plumbing supply stores.
- Tell people about it.

9. Are there any changes that can be made to the bus schedule to make it more convenient for you to travel to and from the fast ferries?

- No it's perfect
- Later hours, past 7:00
- The Connector bus has been a wonderful addition.
- The schedule is ok. Hy-Line needs to figure out how to keep the reservations from cancelling when the bus is late in the afternoon.
- Have it all winter time.
- Most workers can't leave job until 3:30. Bus should wait from 3:40 pm to 3:50 p.m.
- Knowing that we cannot chance being late for ferry we take cabs.
- Dedicated bus(es) for park and ride from/to ferries.
- Only as far as the first bus when it is full and it should leave for the lot instead of waiting for the second bus to arrive.
- Works great – it is needed!
- When the bus is full that bus should leave. We need a parking spot for the Wave at every ferry.
- The service is very efficient.
- I'm satisfied.
- Last bus from lot at 6:50? Needed to get the 8:00 boat, no bus service.
- Better timing in the morning pick up.
- Leave after full at ferry – no waiting.
- Take off when shuttle is full in the morning.
- Can't think of any.
- I have worked here for one year. Just heard of it.
- One more route after 6 pm for airport.

11. Is the location of the park and ride lot convenient?

- Yes. But more parking space is needed.

12. If you answered No to question #11, please explain why the park and ride lot is not convenient.

- I don't park there.
- I have too much stuff to take with me easier to leave truck closer to ferry.
- Too far from ferry.
- We do not have a car.
- Too far away (two responses)
- There should be a "Wave" from boat to town of Barnstable parking lot by old town hall.
- Would be nicer if closer to town to avoid summer traffic.
- I have a short time on-island to fit in a days worth of work. I don't have time to wait for a bus or park out of town.
- My apt. is in town

YEAR-ROUND RESIDENTS

2. If you answered yes to question #1, please tell us why you decided to use the service.

- Much easy to get to the parking lot where my car at.
- So I don't have to pay a taxi.
- Convenience and to avoid parking tickets.
- Time, location, service etc.
- Convenience and no parking hasells.
- Convenient – parking issues overnight.
- Convenience, easy and parking.
- No place to park in town.
- It's convenient.
- We love parking our own car or having friends meet us in the out of town parking lot and avoid the traffic.
- I decided to use the service because I needed to get to the fast ferry and we live rather close to the park and ride lot. At first we thought to call a taxi, but we then found out that the bus can take us there. It was great because now we didn't have to spend the amount of money on a taxi. I loved the Fast Ferry Connector bus service overall, but I'm not sure how other people would get to the park and ride lot if they didn't live near. They would most likely end up calling a taxi and just taking the taxi to the ferry. Although I guess people can take another bus there. Overall, I loved the service and it was great convenience for my family.
- No wasting time trying to find a parking spot.
- When I get off the Steamship at night I wouldn't be able to get home without the Connector.
- I use the Fast Ferry Connector for early morning Nantucket departure – too early to use the regular Madaket bus service.
- When I get off the Steamship I use the Connector to get home instead of calling a taxi.
- Convenient and no parking necessary.
- It kept us from having to drive into Town, take a taxi into Town, or have a friend take us in. Overall, it kept at least one vehicle from the center of Town, both going and coming. Excellent NRTA service in many ways!
- So I wouldn't have to worry about parking in town and/or getting a ride to the boat. I heard about it – it sounded fast and convenient.

3. If you answered no to question #1, please tell us why you have not used the service.

- I didn't know about it.
- Family transportation (three responses)
- Because it has not been necessary for my travel.
- Public safety official. Drive Sheriff car.
- I live on island and use normal bus to get home to Surf Side.
- Employer picks up and drops off.
- Don't usually travel.
- I use my car: (two responses)
- I drive a cab and am always in the cab.
- I walk.

- I live close enough to bike or catch a cab.
- I did not know there was a Fast Ferry Connector.
- Because I work in town and usually leave at end of day and don't have time to go back home.
- Just don't.
- Have not had an opportunity to use it.
- Ability to leave car parked overnight.
- I walk or take a cab.
- Ride my bike (two responses)
- Have not been off island since service began.
- Don't know schedule.
- Always get dropped off.
- I couldn't get a cab.
- I use the bus to get to work.
- Didn't really know about it or times the buses leave the parking lot or where to get them (the Wave) downtown.

4. Where did you learn about the WAVE Fast Ferry Connector bus service? (Multiple answers)

- Have not known about it/Never heard about it (two responses)
- I just saw it/found out about it (two responses)
- By paper in boat.
- Read about it on line.
- Town building.
- NEDP
- I prefer the WAVE. I live here for a long time.
- Inky article.
- Seen it pass by.
- Steamship Connector Driver and seeing it on the road.
- A friend talking about a bus service.
- Internet: Town of Nantucket notice (when service began), NRTA website during the summer.

6. If you answered No to question #5, please tell us how we can improve the information in the Fast Ferry Connector brochure.

- During time of day when bus leaves airport, should have those times in brochure.
- Make it more available.
- At times have had difficulty finding the information on line – first it was on line, then it wasn't.
- It was inaccurate-things seemed to have changed once the service was up and running. New fall brochure seems accurate. I've had to call a few times to double check information.

9. Are there any changes that can be made to the bus schedule to make it more convenient for you to travel to and from the fast ferries?

- Not that I know of.
- Put free parking in town!!!
- Not sure right now have to think about it – hopefully I will get to use in Fall.
- Keep going until after last boat at night.
- Drivers need to be consistent on drop off/pick up locations. If they can't maneuver the S&S parking lot and drop off at the dock they shouldn't be driving at all.
- No complaints so far.
- Wife has used the service and said drivers are rude and leave boats as the boat arrives. No passengers-not helpful.
- It took 1 hour to get to our car from the Steamship. Never again.
- It's great just the way it is.
- Start from airport at 7 am toward ferries.
- I don't think any changes are needed.
- Run the service year-round (that may already be planned, but I haven't seen anything yet to indicate that it will be a year-round service.
- We only used the service 3 or 4 times this summer. Why go off-isle in the summer??!!
- It is great for getting to the boat. Last time I came back on SSA it took almost an hour to get from the boat to the parking lot. Frustrating and time consuming. When we pulled into the dock, we saw the shuttle leave. We had to wait 20 minutes for the next one, which sat for another 10 minutes at the dock, then an additional 10+ minutes in town. When I took it early in the season, it left SSA and went right on the route to the parking lot that was much more time effective. Also, it would be helpful if it ran later. I returned on a later boat and had to take a cab to my car.

10. How often during a typical week do you use the free park and ride lot at 2 Fairgrounds Road?

- Do not use but hope to in future.

12. If you answered No to question #11, please explain why the park and ride lot is not convenient.

- Cause I didn't know about buses.
- I live on Surf Side Road
- I didn't know about it and I have been keeping looking for parking all the time.
- Too far out of town from my house on west side of the island.
- I have never been there.
- OK, have to admit I didn't even THINK of using it. Duh, on our part, to say the least!
- The location is good, however, it would be helpful if there were another shuttle stop nearby for more options of shuttle lines in case you miss that shuttle or this line has stopped running for the day.

13. In the future, would you be willing to pay one of the following amounts to park at the 2 Fairgrounds Road park and ride lot to help fund the Fast Ferry Connector bus service?

- I am not a contractor and only go off island a few times a month. Not worth paying for parking.

SEASONAL RESIDENTS

2. If you answered yes to question #1, please tell us why you decided to use the service.

- Love the WAVE
- Can't park work truck downtown.
- Convenient placing of stops.
- Because it goes to the airport.
- So that we could leave our car at home and save on cab fares.
- It's easy to use.

3. If you answered no to question #1, please tell us why you have not used the service.

- We usually have family on island pick us up or drop us off.
- Use car (two responses)
- Typically get a ride to ferry.
- We always have luggage with us.
- When we leave we have big suitcases.
- Usually leave at 6:30 am boat.

4. Where did you learn about the WAVE Fast Ferry Connector bus service? (Multiple answers)

- See it around.
- Drove by sign.
- I didn't know about the ferry connector specifically.

6. If you answered No to question #5, please tell us how we can improve the information in the Fast Ferry Connector brochure.

- It implied that there was a service gap before 10:00 am and that buses were timed to meet the ferries. With a 10:35 HyLine fast ferry, we worried that we'd miss it. Went to Greenhound office only to learn buses run continuously every 20 minutes. That gave us the comfort we needed to use the service. Driver then told us three buses participate. Didn't get any of the above from the brochure.
- Well really, it's yes, but my only question is if there is an option to take a ferry from Boston and I haven't seen one. So, either there isn't one or it's not obvious.

9. Are there any changes that can be made to the bus schedule to make it more convenient for you to travel to and from the fast ferries?

- Where else can we learn about the ferry connector? It might be useful. (Didn't leave any contact information.)
- Wish it would go to steamship early boat.
- Service ends before the last boats in. Hired a cab to get to 2 Fairgrounds Road for $9.00. Still a good deal!

12. If you answered No to question #11, please explain why the park and ride lot is not convenient.

- Too out of the way.
- It's very far from where we live.
- It's not near our house.
- Because it is an inconvenient place.
- Take bus from 'Sconset.

14. Which fast ferry do you use most often to get to and from Nantucket?

- Doesn't really matter.

SEASONAL EMPLOYEES

2. If you answered yes to question #1, please tell us why you decided to use the service.

- Quicker than walking to hospital from ferry.
- Cost of taxi.
- Convenient
- Because there is a bus every 20 minutes.
- To get to and from work vehicle.
- Cheap and convenient.
- Because it's fast and convenient.

3. If you answered no to question #1, please tell us why you have not used the service.

- Never need to/Don't need it (three responses)
- Didn't know it existed (two responses)
- Have transportation provided by my employer.
- I am able to walk to ferry from work and bike from home.
- I drive the tour bus.
- I use the bus to get into town to get to work, but when I take the ferry off island I will be sure to use the service.
- I have only got a ferry into the island once and it was in the evening so we got a taxi to get from the ferry.

4. Where did you learn about the WAVE Fast Ferry Connector bus service?

- Saw the bus (three responses)
- This survey
- On the bus.

9. Are there any changes that can be made to the bus schedule to make it more convenient for you to travel to and from the fast ferries?

- The bus doesn't come by where I need it to. Co-workers on island get me to and from the ferry.
- I think the schedule times are perfect.
- No, it's fairly reliable.
- More frequent fast ferries especially at evening hours.

12. If you answered No to question #11, please explain why the park and ride lot is not convenient.

- I don't have to use it. My boss picks me up.
- Still pretty far from the boat.

15. What time of the day do you most often take the Hy-Line fast ferry FROM HYANNIS TO NANTUCKET?

- About even

OTHER

2. If you answered yes to question #1, please tell us why you decided to use the service.

- Simple-our daughter lives near the airport.
- Efficient-saved family that lives here a trip to town-our daughter and son-in-law live here with small children.
- It's free and easy.
- The park and ride lot is located behind my office.
- We wanted to try the Wave while on the island.
- Speed, convenience.
- Cheaper than taxi, faster than walking.

3. If you answered no to question #1, please tell us why you have not used the service.

- Did not know about it (three responses)
- My company provides transportation.
- I do not keep a car on the island. I considered it but feel I would have to leave work earlier than I walk to make sure I caught the Connector.
- Usually bring a car. We stayed in town this time.
- I use taxi service for client to client faster service.
- Just learned of it.

4. Where did you learn about the WAVE Fast Ferry Connector bus service? (Multiple answers)

- From this survey.
- At Town Administration
- Seen the buses on the island:
- Station attendant
- Daughter that lives here.
- Employer – Hospital

5. Do you feel the information in the Fast Ferry Connector brochure is adequate?

- Need more publicity especially at airport.

9. Are there any changes that can be made to the bus schedule to make it more convenient for you to travel to and from the fast ferries?

- Wait slightly longer before heading to the P&R lot from the first boat. If I need to get anything at Stop & Shop I miss the bus and have to take the Miacomet Loop.

12. If you answered No to question #11, please explain why the park and ride lot is not convenient.

- Please post “FREE”

Appendix III:
WAVE Fast Ferry Connector
Survey Document

WAVE Fast Ferry CONNECTOR Survey

The Fast Ferry Connector bus service is a 2014 pilot project funded by private contributions. We would appreciate a few minutes of your time to complete the following survey to help us evaluate the effectiveness of the program and to determine if the service should be continued in the future. Please answer all questions that apply to your experience and feel free to contact us at 800-670-4737 if you have any questions about any aspect of this survey.

1. Do you use, or have you ever used the WAVE Fast Ferry Connector bus service to get to and from the fast ferrries? ☐ Yes ☐ No

2. If you answered yes to question #1, please tell us why you decided to use the service.

_____

_____

3. If you answered no to question #1, please tell us why you have not used the service.

_____

_____

4. Where did you learn about the WAVE Fast Ferry Connector bus service?

☐ Print ad in the Inquirer and Mirror
☐ Poster in the Hy-Line office at Hyannis
☐ Poster in the Hy-Line office on Nantucket
☐ Brochure
☐ Poster in the Steamship Authority office in Hyannis
☐ Poster in the Steampship Authority office on Nantucket
☐ From a friend/co-worker
☐ Other_____

5. Do you feel the information in the Fast Ferry Connector brochure is adequate?

☐ Yes ☐ No ☐ Have not seen the brochure

6. If you answered No to question #5, please tell us how we can improve the information in the Fast Ferry Connector brochure.

_____

_____

7. How often during a typical week do you use the WAVE Fast Ferry Connector bus service to get to and from the fast ferries?

☐ Once ☐ Twice ☐ Three ☐ Four ☐ Five ☐ More often ☐ Do not use

8. How effective is the current bus schedule in getting you to and from the fast ferries?

☐ Very effective ☐ Somewhat effective ☐ Somewhat ineffective ☐ Not effective

9. Are there any changes that can be made to the bus schedule to make it more convenient for you to travel to and from the fast ferries?

_____

_____

Park and Ride Lot

10. How often during a typical week do you use the free park and ride lot at 2 Fairgrounds Road?

☐ Once ☐ Twice ☐ Three ☐ Four ☐ Five ☐ Do not use

11. Is the location of the park and ride lot convenient? ☐ Yes ☐ No

PLEASE TURN THE PAGE OVER AND COMPLETE THE BACK

12. If you answered No to question #11, please explain why the park and ride lot is not convenient.

_____

_____

13. In the future, would you be willing to pay one of the following amounts to park at the 2 Fairgrounds Road park and ride lot to help fund the Fast Ferry Connector bus service?

☐ $1 - $3 a day ☐ $2 - $5 a day ☐ $15 - $25 a month
☐ $30 - $50 a month ☐ $250 - $400 annually ☐ Will not pay to park

Fast Ferry Information

14. Which fast ferry do you use **most often** to get to and from Nantucket?

☐ Steamship Authority Fast Ferry ☐ Hy-Line Fast Ferry

Hy-Line Fast Ferry

15. What time of the day do you most often take the Hy-Line fast ferry **FROM HYANNIS TO NANTUCKET?**

☐ 6:20 AM ☐ 12:00 PM ☐ 6:00 PM
☐ 9:10 AM ☐ 3:10 PM ☐ 8:45 PM

16. What time of the day do you most often take the Hy-Line fast ferry **FROM NANTUCKET TO HYANNIS?**

☐ 7:45 AM ☐ 1:25 PM ☐ 7:20 PM
☐ 10:35 AM ☐ 4:35 PM ☐ 8:45 PM

Steamship Authority Fast Ferry

17. What time of the day do you most often take the Steamship Authority fast ferry **FROM HYANNIS TO NANTUCKET?**

☐ 8:15 AM ☐ 11:00 AM ☐ 2:00 PM ☐ 5:00 PM ☐ 7:30 PM

18. What time of the day do you most often take the Steamship Authority fast ferry **FROM NANTUCKET TO HYANNIS?**

☐ 9:30 AM ☐ 12:30 PM ☐ 3:30 PM ☐ 6:15 PM ☐ 8:45 PM

19. Which category accurately describes your status?

☐ Contractor working on Nantucket
☐ Year-round island resident
☐ Seasonal Island resident
☐ Seasonal worker on Nantucket
☐ Other

OPTIONAL: If you would like your name entered in a drawing to win a television, please provide the following information:

Name_____

Address: _____

Phone: _____ Email: _____

THANK YOU FOR COMPLETING THIS SURVEY